

# **Media Monitoring in the Period Prior to the Presidential Elections of 2016**

Report no. 1  
15 – 29 September 2016

## **I. GENERAL DATA**

**1.1 Objective of the project:** to monitor and inform the public opinion about the editorial behavior of media outlets in the election period and in the campaign for presidential elections in the Republic of Moldova.

**1.2 Monitoring period:** 15 September 2016 – 13 November 2016.

**1.3 Criteria of selection of the media outlets subjected to monitoring:**

Media outlets were selected based on the following objective criteria: a) type of ownership; b) geography; c) language of broadcasting; d) fame/audience. Thus, we monitor public and private media outlets, with national, quasi-national and regional coverage, in Romanian and Russian.

**1.4 Media monitored:**

**Broadcast media**

Moldova 1, Prime TV, Canal 2, Canal 3, Publika TV, Jurnal TV, Realitatea TV, NTV Moldova, ProTV Chişinău, TV7, Accent TV, N4 TV

**Online portals**

Agora.md, Deschide.md, Gagauzinfo.md, Jurnal.md, Moldova24.info, Newsmaker.md, Noi.md, Realitatea.md, Sputnik.md, Today.md, Unimedia.info, Ziarulnational.md

**Print media**

Komsomolskaia pravda v Moldove, Panorama, Săptămîna, Timpul

**1.5 Subject matter of monitoring**

**TV (interval between 18.00 and 24.00)**

- A. Newscasts;
- B. Programs of electoral character;
- C. Interviews with the candidates;
- D. Vox Populi;
- E. Election debates.

**Online portals**

The entire editorial content of websites, without the advertising marked accordingly.

**Print media**

The entire editorial content of periodicals monitored, without the advertising marked accordingly.

**1.6. The team**

The project is carried out as part of the Coalition for Free and Fair Elections by the Association of Independent Press (monitoring the online and print media) and the Independent Journalism Center (monitoring TV stations).

**1.7 Methodological framework**

**Statistics:** The monitoring methodology was developed by the Oxford Media Research Center for the monitoring projects of the international organization Global Campaign for Free Expression “Article XIX”. The characteristics of this methodology are as follows: use of indicators 1) *quantity*

*indicators*, including type, duration, topic of coverage, sources of news, frequency and duration of appearance of election candidates in news, and 2) *quality indicators*, which establish the bias of the media outlet monitored. Each news item or opinion is subjected to a content and context evaluation, to determine if they are favorable or unfavorable to one or another party/or one or another election candidate. A positive or negative content and/or context of a news item does not necessarily point out the bias or partisanship of the media outlet that broadcasts the news item. It is possible for the news to favor or disfavor one of the subjects and still be objective and fair from a professional point of view. Unless there is a tendency, for a certain period, one cannot speak about an unbalance. **In assessing the context, we measure only the frequency of the items that favor or disfavor directly or indirectly the election subjects. Neutral appearances are quantified only from the perspective of the frequency of appearances in images and of personal interventions.**

**Case studies:** Taking into account the major impact that the media have on creating the public opinion and on the high credibility thereof among the population, we made a content analysis of the items that treated the most important subjects broadcast by the media monitored. We aimed to identify the angles of approach and the manners of presentation of the relevant subjects. The items were analyzed both from the point of view of their observance of the principles of quality journalism (fairness, impartiality, pluralism of the information sources, separation of facts from opinions) and from a technical aspect, looking at the use of technical procedures to amplify or diminish certain messages.

## II. DATA ANALYSIS

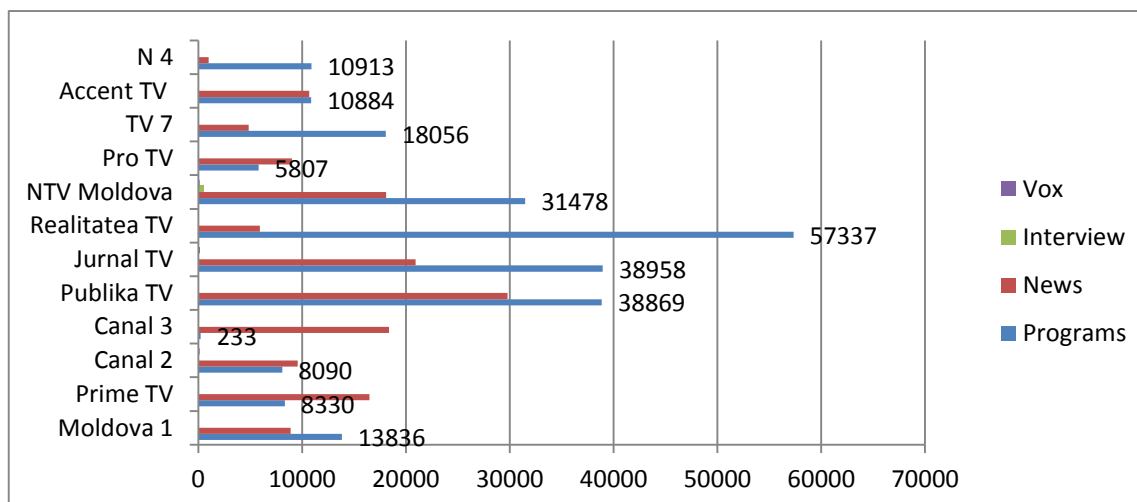
### 2.1 Broadcast media

#### *General conclusions*

In the period between 15 and 29 September 2016, the 12 TV stations monitored broadcast a high number of items of direct or indirect electoral character – 1273, of which 1155 news stories and 112 programs. There were also registered 4 Vox Populi and 2 interviews with the candidates. The total amount of items was of 397,393 sec. or circa 110 hours, of which 153,544 sec. (42.6 hours) accounted for news stories and 242,791 sec. (67.4 hours) – for opinion programs. The interviews with the candidates and street surveys did not take too much space in the newscasts – 512 and 446 sec. accordingly.

The largest amount of news of direct or indirect electoral character was broadcast by Publika TV – 29,777 sec. (8.2 hours) while the biggest space for programs was allocated by Realitatea TV – 57,337 sec. (15.9 hours). NTV Moldova published 2 interviews with a candidate while Vox Populi were inserted by Jurnal TV, NTV Moldova and Canal 2. In the report period, no election debates were registered on the stations monitored. To note that the decision to organize election debates only after the deadline set for the registration of election candidates comes in contradiction with the declared goal of assuring fair and full informing of the electorate about the candidates' election offers. This disfavors first of all those candidates who are not backed up by media resources to cover their activity.

*Amount of items of direct and indirect electoral character broadcast between 15 and 29 September 2016 on 12 TV stations, sec.*



The subjects tackled by most of the media monitored referred to the election process – the filing of signature lists and registration of candidates in the election run, the voting procedure inside and outside the country, and the results of the election surveys. Another part of items treated political subjects, with the involvement of the candidates and political parties, and most of the times these were mutual allegations. At the same time, the media covered many social subjects about the initiatives of various parties, such as the campaign of the Democratic Party of Moldova (PDM) “Together we are stronger” that includes the “European caravan”, the PDM action “The Family’s Month”, campaigns carried out by Vlad Plahotniuc’s Edelweiss Foundation, and they also followed the candidates’ visits outside the country and their meetings with representatives of various international structures and European parties etc. The subjects of indirect electoral character include the apprehension of a group of judges and court bailiffs for corruption; the Government’s taking responsibility for a package of 7 laws; the motion of censorship initiated by the opposition; and the

apprehension of a number of members of Partidul Nostru (Our Party) and of the Deminitate și Adevăr Platform Party (PPDA) for various crimes etc.

In documenting their items, most of the stations used representatives of the Government, Parliament, citizens, the civil society, potential candidates and candidates registered in the election run, and political party representatives.

The items were strongly unbalanced from a gender point of view, with the vast majority of the sources quoted by the 12 TV stations being of masculine gender.

The private stations with national coverage Prime TV, Canal 2, Canal 3, and Publika TV had the highest number of items that promoted the governance, mainly covering subjects with the participation of power representatives. Marian Lupu ranked first among the election candidates who enjoyed massive coverage on such stations; he also had the most appearances and direct interventions, the absolute majority of which were in a positive context. Andrei Năstase often appeared on the screen of these stations, mostly in items with negative connotation and the durations of his personal interventions were insignificant. Dumitru Ciubașenco was most often disfavored in the items of Prime TV, Canal 2, Canal 3, Publika TV through the negative news about the arrest of a member of Our Party for drug trafficking.

The TV station with regional coverage Jurnal TV allocated a lot of space for the interventions of Andrei Năstase and the representatives of the PPDA who most of the times appeared in a positive context. On the same station, the PDM representatives and implicitly Marian Lupu were in most cases disfavored through mentions and appearances in a negative context.

NTV Moldova and Accent TV directly favored Igor Dodon and PSRM representatives both through the space allocated for direct interventions and through the positive context of their items.

The public station Moldova 1 was noted to favor slightly the candidate Marian Lupu, mainly in news items in which the governance appears in a positive context.

The other stations had a relatively balanced behavior, without showing obvious tendencies of favoring or disfavoring the election opponents.

### **Moldova 1**

Between 15 and 29 September 2019, the public broadcaster Moldova 1 broadcast 103 news items of direct and indirect electoral character and 3 programs. The total duration of the items was 22,720 sec. or 6.3 hours. The station gave priority to relevant subjects in 11% of cases, inserting 12 news items the first in its newscasts. Most of the times, the items dealt with political subjects – 50 but also with subjects related to the election process – 49.

The items with election implications at Moldova 1 referred to various characters and quoted a variety of sources, including representatives of the Central Election Commission (CEC), of the civil society, and of ministries. The presence of the last ones is explained through their interventions in news of indirect electoral character. Thus, reference was made to the government representatives 27 times, they having had the largest number of appearances – 1,192 sec. as well as personal interventions – 768 sec. Of the election potential candidates and registered candidates, Marian Lupu was the one to appear the most on the screen – 21 times, with the duration of 330 sec. and with one personal intervention of 93 sec. Igor Dodon appeared on the screen 10 times for 271 sec, being directly quoted for 103 sec. Andrei Năstase, Maia Sandu and Iurie Leancă were presented the most in the images – with 271, 212, and 168 sec. accordingly, their personal interventions being much smaller – 38, 18 and 35 sec. accordingly.

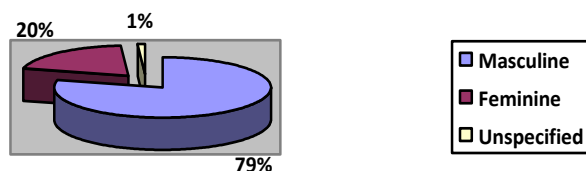
*Frequency, duration of appearance in images and the duration of direct interventions of election opponents and political players in news sec.*

Protagonists and sources	Frequency of appearances	Duration of appearance in images	Duration of personal interventions
Marian Lupu	21	330	93
Igor Dodon	10	271	103
Maia Sandu	9	254	38
Andrei Năstase	17	212	18
Iurie Leancă	13	168	35
Dumitru Ciubașenco	5	110	69
Democratic Party of Moldova	4	134	36
Demnitate and Adevăr Platform Party	7	131	113
Social Political Movement "Ravnopravie"	4	100	51
Mihai Ghimpu	10	77	28
Action and Solidarity Party	3	62	54

The three relevant programs broadcast by Moldova 1 included representatives of the civil society (3595 sec), of the Government (2248 sec), Parliament (2171 sec), experts (2056 sec) and CEC (519 sec). The election candidates appeared only in images, on the background of discussions, when reference was being made to them.

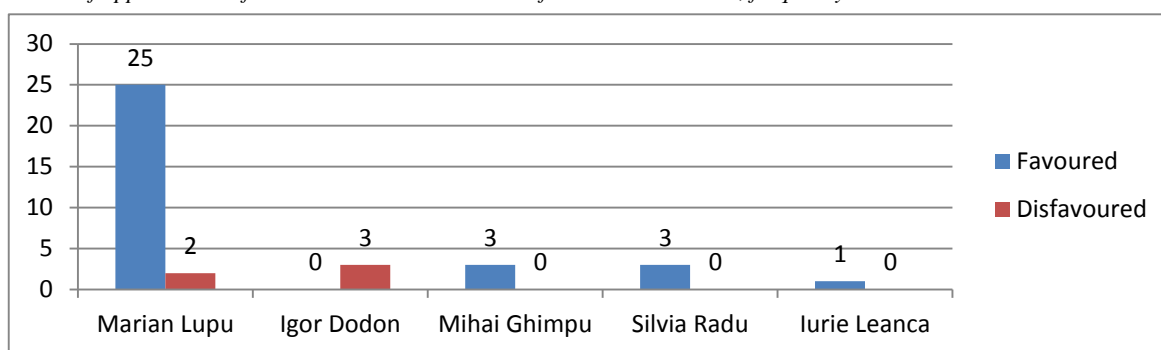
The vast majority of the protagonists and sources of the relevant items on Moldova 1 were of masculine gender – 79% while women were mentioned or quoted in 20% cases.

*Rate of protagonists and sources quoted from a gender perspective, %.*



A great part of the items analyzed were neutral, without favoring or disfavoring through context or judgment an election potential candidate or registered candidate. The items with direct or indirect electoral implications favored Marian Lupu more who appeared in 25 items that put him in positive light. These were especially news items with the involvement of the Prime Minister and representatives of ministries who spoke in positive terms, promoting the governance and implicitly Marian Lupu, its representative.

*Context of appearances of election candidates in items of electoral character, frequency*



## Prime TV

This private TV station with national coverage broadcast 162 relevant items in the report period, of which 9 programs and 153 news items. The total amount constituted 24,815 secs or 6.9 hours. In 11% of cases, the news either ended the newscast (10) or opened it (7), thus highlighting the respective subject. The topics tackled were diverse – political – 70; foreign relations – 23; social issues – 19; but also European integration and the election process – 16 items each.

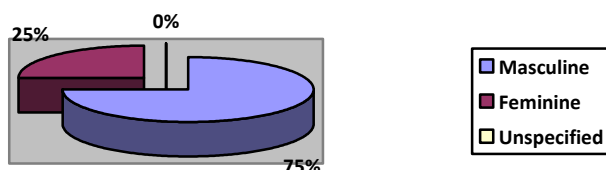
Most of the times, the relevant news on Prime TV mentioned and quoted citizens (121 times, 1143 sec.), foreign diplomats and officials (43 times, 785 sec.), the Government (38 times, 697 sec.), the civil society (16 times, 445 sec.), LPA (29 appearances, 404 sec.), followed by experts, the CEC and the Parliament, with a lower number of appearances and personal interventions. The PDM representatives and Marian Lupu had massive presence on the screen, in images, and enjoyed broad direct interventions.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates and political players in news, sec.*

Protagonists and sources	Frequency of appearances	Duration of appearance in images	Duration of personal intervention
Marian Lupu	27	1421	706
Democratic Party of Moldova	54	1309	934
Our Party	58	1069	177
Andrei Năstase	23	587	104
Demnitate and Adevăr Platform Party	17	279	66
Iurie Leancă	7	192	127
Maia Sandu	12	141	38

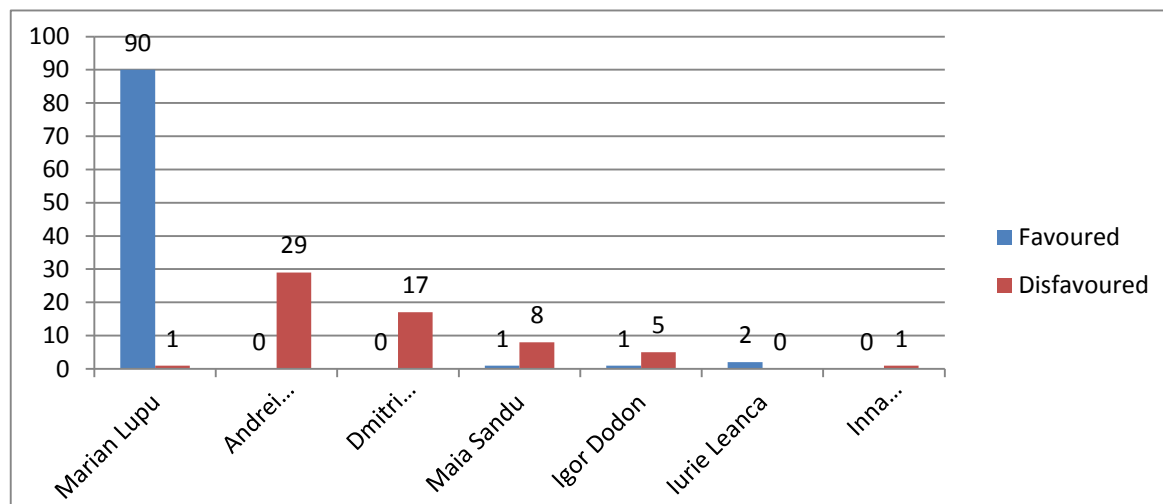
The programs broadcast by Prime TV in the report period referred to various players and were usually attended by representatives of the civil society and experts from various areas. Of the election candidates, the *Replica* program of 25 September was attended by Iurie Leancă. The relevant news and programs on Prime most of the times mentioned or quoted men – 75%, while women accounted for 25%.

*Rate of protagonists and sources quoted from gender perspective, %.*



The election candidate Marian Lupu was favored in 90 items, either through news with his direct participation or through items of indirect electoral character with the involvement of Prime Minister Pavel Filip, which referred to the campaigns organized by PDM and the Edelweiss Foundation. Andrei Năstase was disfavored in 29 items; Dumitru Ciubașenco – in 17; Maia Sandu – in 8; and Igor Dodon – in 5.

*Context of appearances of election candidates in items of electoral character, frequency*



## Canal 2

The private station Canal 2, with national coverage, had 69 items in the report period, of which 64 news stories, one Vox Populi and 4 opinion programs, with a total amount of 17,809 sec. or 4.9 hours. These were mostly news stories of electoral character that referred to various subjects on the political topic – 27; social issues – 11; crimes – 7; foreign relations – 5; and European integration – 4. The most frequently tackled were the subjects related to the actions organized by the PDM in a number of communities in the country; Marian Lupu's visits outside the country; the apprehension by the police of some members or supporters of opposition parties, etc.

The news broadcast by Canal 2 in the reference period had as protagonists and sources mainly the citizens (44 appearances, 389 sec.); Government representatives (13 times, 342 sec.); foreign diplomats and officials (25 appearances, 322 sec.); and civil society representatives (9 times, 110 sec). Most of the times, the news stories mentioned and quoted the representatives of the PDM who enjoyed broad space both for appearances in images and for direct quotations. Our Party representatives were referred to 33 times; they appeared in images for 551 sec., with the duration of personal interventions of 5 sec. The election candidate Marian Lupu was referred to 19 times in news and enjoyed 759 appearances in images and 33 sec. for his direct intervention. Andrei Năstase, Iurie Dodon and Maia Sandu were mentioned and quoted 12, 8 and 7 times each, with appearances in images of 406 sec., 132 sec. and 80 sec. The personal intervention of Năstase was of 44 sec., of Maia Sandu – 46 sec. and of Igor Dodon – 21 sec.

*Frequency, duration of appearance in images and the duration of direct interventions of election candidates and political players in news, sec.*

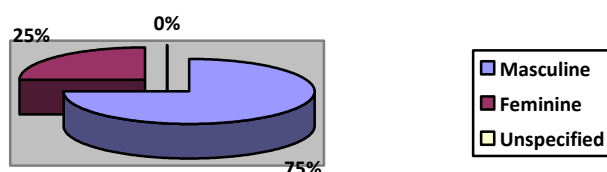
Protagonists and sources	Frequency of appearances	Duration of appearance in images	Duration of personal intervention
Democratic Party of Moldova	31	833	569
Marian Lupu	19	759	339
Our Party	33	551	5
Andrei Năstase	12	406	44
Parliament	42	143	115
Maia Sandu	7	132	46
Igor Dodon	8	80	21
Dumitru Ciubașenco	3	36	0
Iurie Leancă	3	36	0



Mihai Ghimpu	3	26	10
Action and Solidarity Party	10	99	38

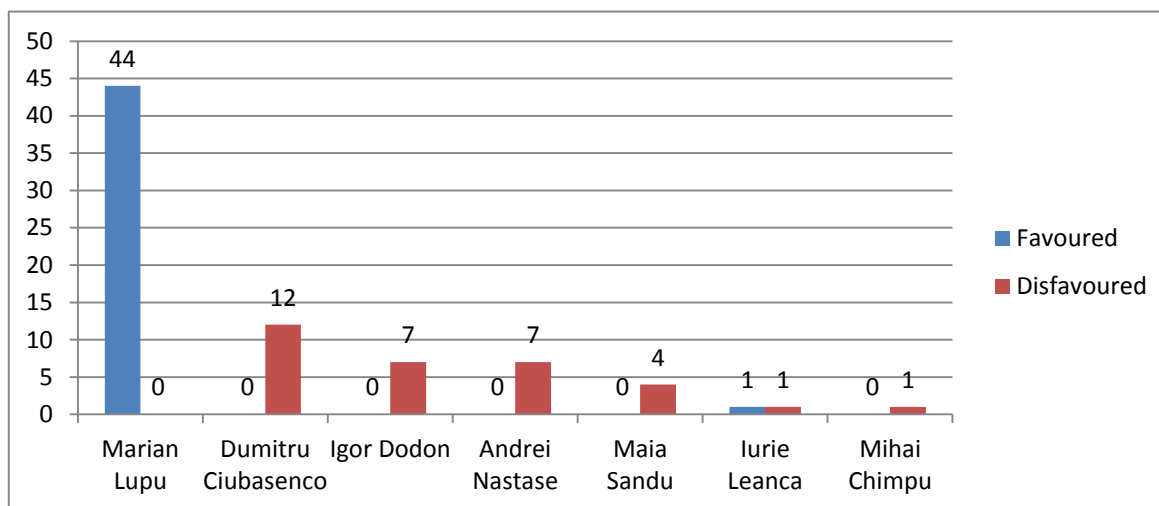
The programs debated on various subjects with the participation of experts and the media, the election candidates being only mentioned and appearing in images, without direct interventions (except for Marian Lupu who had an intervention of 18 seconds). The vast majority of protagonists and sources in the relevant items of Canal 2 were men – 75%, while women were mentioned or quoted in 25% of cases.

*Rate of protagonists and sources quoted from a gender perspective, %.*



The election candidate who was favored in the vast majority of the items broadcast by Canal 2 was Marian Lupu who appeared in positive light in 44 items of direct or indirect electoral character. These were the items in which Marian Lupu appeared directly (the registration procedure at CEC; his visits and meetings with various representatives of international structures and European parties etc.); news about the activities organized by the PDM and the Edelweiss Foundation but also news on the Government activity that produced a transfer of positive image. A number of items disfavored Dumitru Ciubasenco, Igor Dodon, Andrei Năstase, Maia Sandu, Mihai Ghimpu and Iurie Leancă.

*Context of appearances of election candidates in items of electoral character, frequency*



### Canal 3<sup>[U1]</sup>

The private TV station Canal 3 broadcast 147 relevant items in the report period, mainly news stories (146), with the total amount of 18,618 sec. (5.2 hours). A part of them – 16 or 11% - were priority i.e. included first of last in the newscasts. The topic of the subjects was diverse: political – 49; social issues – 23; the election process – 22; crime subjects – 21; European integration – 15; foreign relations – 10.

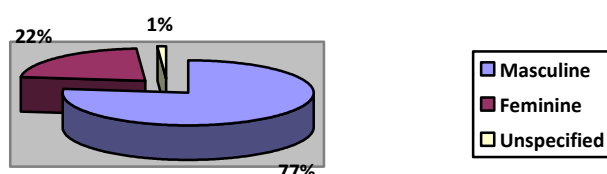
The sources quoted in the news subjected to analysis were the citizens (75 appearances, 685 sec.), LPA representatives (22 times, 282 sec.), civil society (14 times, 391 sec.), foreign diplomats and officials (22 appearances, 556 sec.) but also Government and Parliament (11 and 5 times, 216 and 259 sec.). Marian Lupu and the representatives of the PDM were among the most quoted players in the news items of Canal 3. They appeared on the screen 75 and 72 times accordingly and the duration of their appearances constituted 2128 and 1645 sec., being directly quoted 623 and 938 sec. accordingly. The Our Party members were mentioned 72 times, with screen appearances of 1443 sec. and personal interventions of 126 sec. Andrei Năstase, Igor Dodon, Maia Sandu and Iurie Leancă appeared on the screen oftentimes (28, 18, 12 and 9 times accordingly), their direct interventions being of 101, 78, 50 and 54 sec. accordingly.

*Frequency, duration of appearances in images and duration of direct interventions of the election candidates and political players in news, sec.*

Protagonists and sources	Frequency of appearances	Duration of appearances in images	Duration of personal intervention
Marian Lupu	75	2128	623
Democratic Party of Moldova	72	1645	938
Our Party	72	1443	126
Andrei Năstase	28	813	101
Demnitate and Adevăr Platform Party	19	357	87
Igor Dodon	18	336	78
Maia Sandu	12	282	50
Iurie Leancă	9	203	54

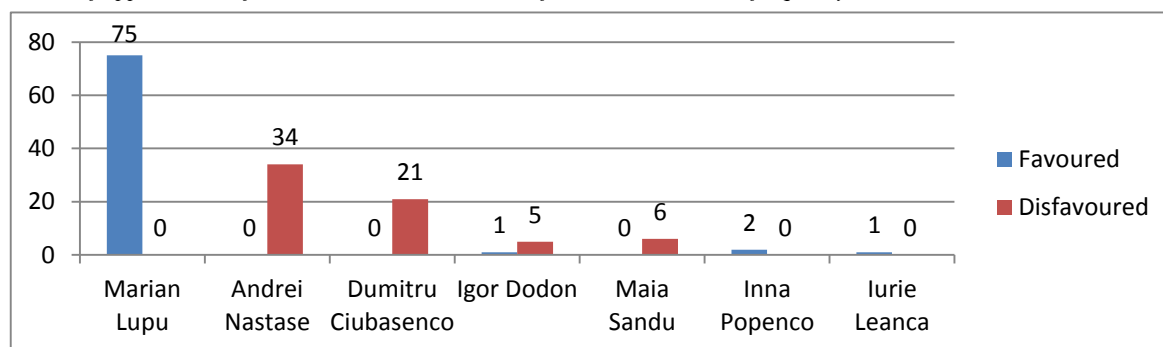
The vast majority of protagonists and sources of the relevant items on Canal 3 were of masculine gender – 77%, while women were mentioned or quoted in 22% of cases.

*Rate of protagonists and sources quoted from the gender perspective, %.*



The election candidate Marian Lupu enjoyed the highest number of news items that favored him – 75. They referred both to subjects with his direct involvement or to subjects of indirect electoral character – the events organized by the PDM and the Edelweiss Foundation and positive news from the Government and Parliament. The other election players were mainly disfavored. Andrei Năstase and Dumitru Ciubașenco were the ones who appeared the most in negative news – 34 and 21 times accordingly.

Context of appearances of election candidates in items of electoral character, frequency



## Publika TV

The news TV station Publika TV, with national coverage, broadcast 245 items in the report period, of which 225 news items and 20 programs, with the total amount of 68,646 sec or 19 hours. Of them, 7 were included the first in newscasts. The most frequently tackled topics were from the political area – 121 cases; social issues – 36; crimes – 19; foreign relations – 15; European integration – 15; economy – 13; election process – 11, etc.

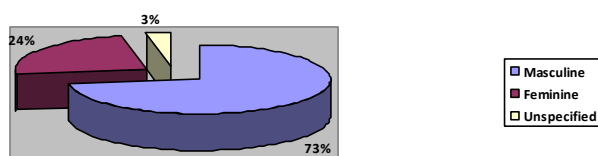
The frequently quoted sources at Publika TV were the citizens (81 appearances, 1109 sec.), police representatives (11 times, 835 sec.), civil society (37 times, 639 sec.), the Government (24 times, 585 sec.) and CEC (5 times, 74 sec.). The PDM and Marian Lupu were the most frequently mentioned and quoted protagonists and sources. Thus, the relevant news items broadcast in the reference period referred to the PDM members 101 times who appeared on screens for 2498 sec. with direct quotations of 1722 sec. Marian Lupu appeared on the screen 68 times, for 2549 sec., with personal interventions of 969 sec. Our Party and Andrei Năstase were more mentioned than quoted – 52 and 43 times accordingly, with 1069 and 1405 sec. of screen appearances, and 86 and 164 sec. of direct interventions accordingly.

Frequency, duration of appearance in images and duration of direct interventions of election candidates and political players in news, sec.

Protagonists and sources	Frequency of appearances	Duration of appearances in images	Duration of personal interventions
Marian Lupu	68	2594	969
Democratic Party of Moldova	101	2498	1722
Andrei Năstase	43	1405	164
Our Party	52	1069	86
Maia Sandu	19	507	133
Demnitate and Adevăr Platform Party	19	339	166
Iurie Leancă	15	295	44
Igor Dodon	13	288	39
Dumitru Ciubașenco	8	123	0

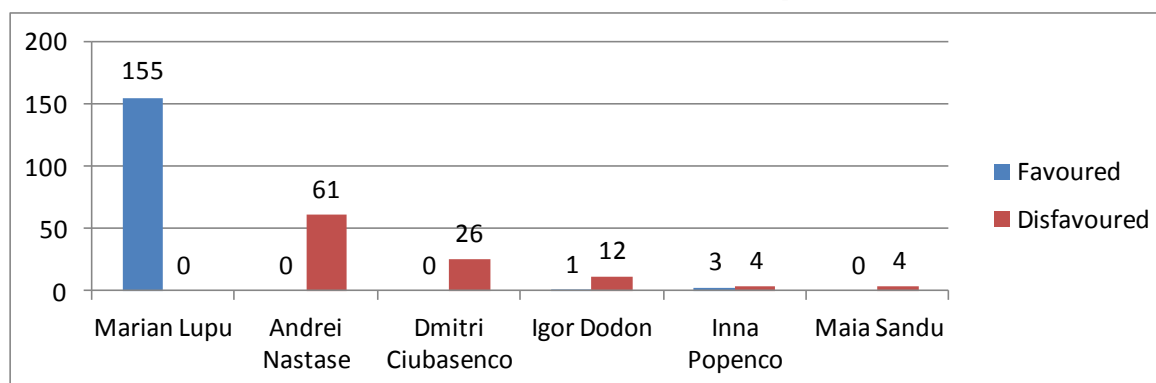
The programs broadcast by Publika TV did not have potential candidates or registered candidates as guests in the reference period. Subjects of direct or indirect electoral character were debated by experts, representatives of the civil society and of the Parliament. The election players appeared in images without having direct interventions. Women accounted for 24% of protagonists or sources to which the items of Publika TV made reference, while men accounted for 73%.

*Rate of protagonists and sources quoted from a gender perspective, %.*



The vast majority of materials relevant to this monitoring – 150 – favored the election candidate Marian Lupu. These were mostly news items about the registration of Marian Lupu at CEC, his visits and meetings with representatives of international organizations, actions of the campaigns organized by the PDM in various communities in the country, etc. Andrei Năstase found himself at the other pole, being favored in 61 items, followed by Dumitru Ciubașenco – in 26 items. Most of the times, Năstase was disfavored by being labeled but also through news about legal infringements by members of the PPDA. Ciubașenco was disfavored indirectly, by transfer of Our Party's negative image, in the news about the party's member arrested for drug trafficking.

*Context of appearances of election candidates in items of electoral character, frequency*



## Jurnal TV

Between 15 and 29 September 2016, Jurnal TV broadcast 151 items relevant to the monitoring in a total amount of 59,889 sec. or 15.6 hours. Of them, 124 were news items, 26 – programs, and the newscasts also included a Vox Populi. The vast majority of the news was included inside the newscasts. The station gave priority to the political topic – 112 subjects, and to the election process – 27 subjects.

The most frequently quoted protagonists and sources included judges/lawyers (51 appearances and 881 sec. of direct interventions), experts (28 appearances, 1496 sec.), citizens (31 appearances, 814 sec. of direct interventions), civil society (11 appearances and 722 sec. of interventions) and CEC (18 appearances, 197 sec. of direct interventions) but also representatives of the Government and Parliament (22 and 8 appearances each; 213 and 182 sec. accordingly). Among the political parties and election opponents, Andrei Năstase and PPDA ranked first.

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news, sec.*

Protagonists and sources	Frequency of appearances	Duration of appearances in images	Duration of personal interventions
Andrei Năstase	56	2843	1961
Demnitate and Adevăr Platform Party	27	1020	961
Democratic Party of Moldova	61	836	80

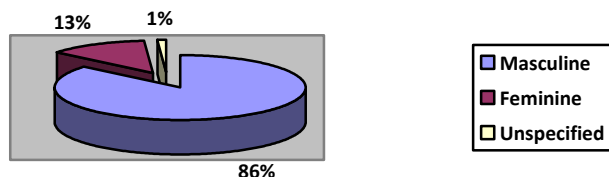
Maia Sandu	14	476	208
Marian Lupu	26	384	0
Dumitru Ciubașenco	5	132	87
Mihai Ghimpu	10	104	0

The programs most of the times included local and foreign experts (11494 sec.), journalists (4489 sec.), judges/lawyers (3382 sec.), citizens (1618 sec.), the Parliament (871 sec.) and the civil society (814 sec.). Andrei Năstase and the PPDA members were leaders in appearing and intervening in the programs of Jurnal TV in the report period. Most of the relevant items mentioned and quoted men as sources, while women accounted for 13% of the total.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates and political players in programs, sec.*

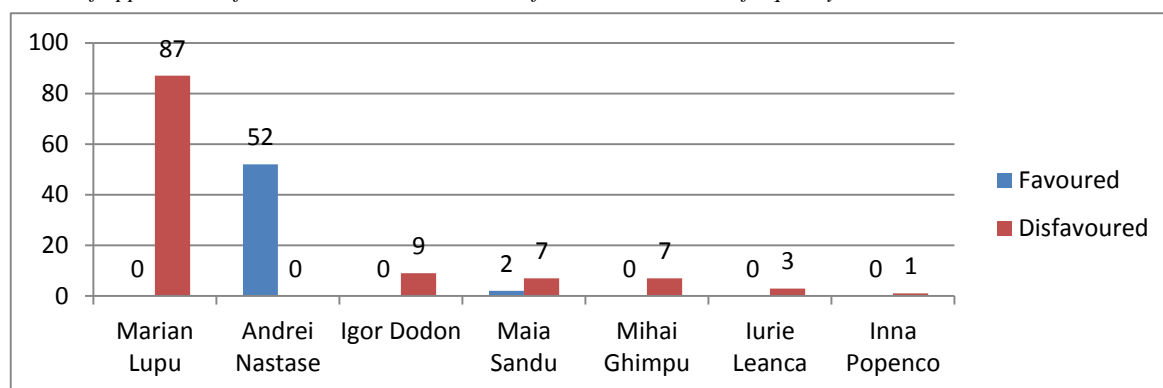
Protagonists and sources	Duration of appearance in images	Duration of personal interventions
Demnitate and Adevăr Platform Party	1928	1928
Andrei Năstase	1380	623
Democratic Party of Moldova	1240	0
Marian Lupu	812	284
Mihai Ghimpu	412	0
Maia Sandu	135	0

*Rate of protagonists and sources quoted from a gender perspective, %.*



Jurnal TV favored or disfavored mainly 2 election candidates by space and context. Marian Lupu was disfavored in 87 items, mostly in those concerning the deputy president of the PDM Vlad Plahotniuc, thus having a transfer of negative image. Andrei Năstase was favored in 52 items, most of them news items about the PPDA activities, the visits and meetings of Andrei Năstase inside and outside the country etc.

*Context of appearance of election candidates in items of electoral character, frequency*



## Realitatea TV

The TV station Realitatea broadcast 53 items and 19 programs of direct or indirect electoral character in the report period, with a total amount of 63,286 sec. or 17.5 hours. The vast majority of news – 94% - was included inside the newscasts, and the subjects tackled referred mainly to political topics – 40 and the election process – 23.

The protagonists and sources quoted in the relevant news items included representatives of the Government (10 appearances, 422 sec.), Parliament (3 appearances, 123 sec.), the civil society (3 appearances, 113 sec.) and CEC (one appearance, 27 sec.) but also potential candidates and the registered election candidates. The most direct interventions were enjoyed by Igor Dodon, Mihai Ghimpu and Maia Sandu – 218, 196 and 188 sec. accordingly.

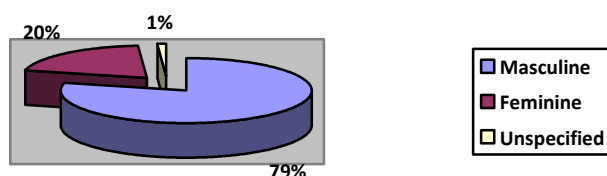
*Frequency, duration of appearance in images and duration of direct interventions of election candidates and political players in news, sec.*

Protagonists and sources	Frequency of appearances	Duration of appearance in images	Duration of personal interventions
Igor Dodon	15	336	218
Maia Sandu	11	332	188
Iurie Leancă	15	158	69
Mihai Ghimpu	17	157	196
Andrei Năstase	13	149	0
Dumitru Ciubașenco	8	145	114
Inna Popenco	4	114	102
Valeriu Ghilețchi	5	97	77
Marian Lupu	16	86	0
Action and Solidarity Party	3	53	101

Realitatea TV broadcast many programs with the participation of potential candidates and election candidates registered in the report period, especially those who in the opinion surveys are not granted with chances of acceding to the second tour, among whom Iurie Leancă, Vasile Tarlev, Vitalia Pavlicenco, Valeriu Ghilețchi, Ion Dron, Anatol Plugaru, Roman Mihăieș, and Artur Croitor. Their programs were also attended by experts, civil society and LPA representatives.

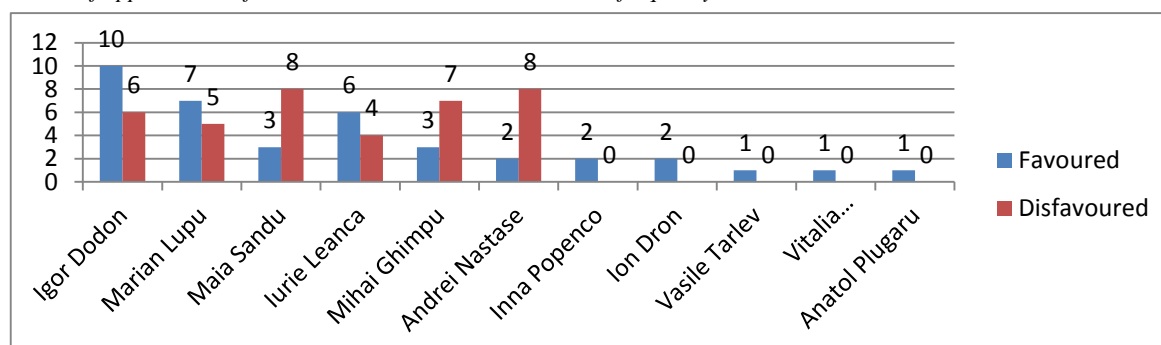
The materials subjected to analysis were unbalanced from a gender balance perspective, 79% of the relevant sources being of masculine gender while 20% - of feminine gender.

*Rate of protagonists and sources quoted from a gender perspective, %.*



Most of the election candidates who appeared in the news – Igor Dodon, Marian Lupu, Maia Sandu, Iurie Leancă, Mihai Ghimpu, Andrei Năstase – were either favored or disfavored in the context. Igor Dodon enjoyed the most favorable items – 10, at the same time being disfavored in 7 news items, and Maia Sandu and Andrei Năstase were the most disfavored ones – in 8 news items each and, at the same time, favored in 3 and 2 items accordingly.

Context of appearances of election candidates in election items, frequency



### NTV Moldova

The TV station with regional coverage NTV Moldova in the reference period broadcast 115 items, of which 101 news items, 10 programs, 2 interviews and 2 Vox Populi. They totaled up to 50,231 sec. or 13.9 hours. In circa 16% of cases, the news items were included the first or the last in newscasts. The topics tackled mostly referred to the political area – 60 cases, the election process – 17, the economic area – 10, LPA – 8, sports – 6, and European integration – 4.

The citizens were mentioned or quoted most of the times – 66 – with direct interventions for 693 sec., followed by experts and the civil society, with 11 and 10 appearances and 400 sec. and 370 sec. of direct interventions. LPA and CEC representatives were also quoted – 8 and 10 times, with 195 and 150 sec. of direct quotes. Igor Dodon was favored through the high number of appearances and direct interventions, followed by the PSRM members.

Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news, sec.

Protagonists and sources	Frequency of appearances	Duration of appearance in images	Duration of personal interventions
Igor Dodon	65	3759	2576
Socialists Party of Moldova	21	522	570
Andrei Năstase	5	405	78
Iurie Leancă	15	380	105
Parliament	16	356	356
Maia Sandu	10	345	0
Marian Lupu	15	306	0
Dumitru Ciubașenco	6	82	16

The NTV programs had such guests as Igor Dodon, PSRM members, Roman Mihăieș and Ion Dron but also experts (1010 sec), citizens (1010 sec) and LPA representatives (170 sec).

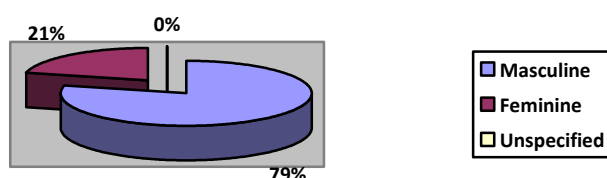
Frequency, duration of appearance in images and duration of direct interventions of election candidates and political players in programs, sec.

Protagonists and sources	Duration of appearance in images	Duration of personal interventions
Igor Dodon	7625	7490
Socialists Party of Moldova	5720	5720
Roman Mihăieș	1300	1200

Ion Dron	1100	1055
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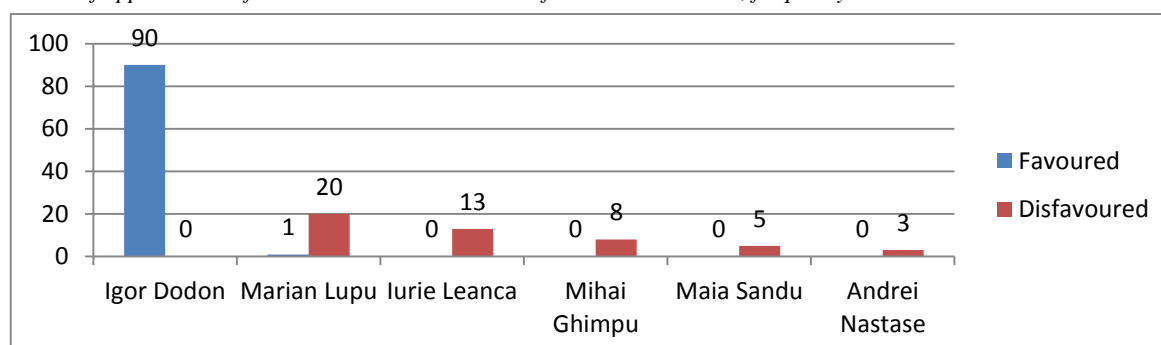
From the perspective of gender balance, NTV Moldova inclined the balance in favor of masculine sources, while women were rarely quoted or mentioned in news and programs.

*Rate of protagonists and sources quoted from a gender perspective, %*



Most of news items and programs broadcast on NTV Moldova – 90 – favored Igor Dodon, both by the frequency and duration of appearances and through the positive context of his appearances. In addition to the items of direct electoral character, Igor Dodon was favored through news in which the PSRM members, including municipal councilors, protested against the LPA and came with solutions to various problems, including to support various sportspeople. The election candidates disfavored most of the times were Marian Lupu and Mihai Ghimpu, especially in the critical items about the actions of the governance and of LPA.

*Context of appearances of election candidates in items of electoral character, frequency*



### Pro TV Chişinău

Pro TV in the report period broadcast 59 relevant items (57 news items and 2 opinion programs) with a total amount of 14,822 seconds or 4.1 hours. In 22 cases (22%), they were given priority by being placed first in newscasts. The topics tackled mainly referred to the political field – 21 subjects, and the election process – 19 subjects.

The relevant news referred to and quoted the election candidates most of the times, but also representatives of the government (14 appearances, 202 sec.), of CEC (11 times, 120 sec.), experts (3 appearances, 133 sec.), and the Parliament (12 times, 116 sec.). The highest number of appearances was enjoyed by Igor Dodon – 31, who also had personal interventions of 209 sec. Iurie Leancă, Maia Sandu, Mihai Ghimpu and Marian Lupu enjoyed relatively equal space.

*Frequency, duration of appearances in images and duration of direct interventions of the election candidates and political players in news, sec.*

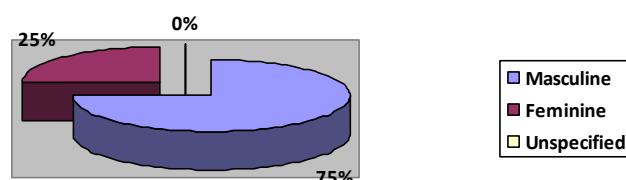
Protagonists and sources	Frequency of appearances	Duration of appearance in images	Duration of personal interventions
Igor Dodon	31	361	209



Iurie Leancă	26	182	59
Democratic Party of Moldova	12	180	110
Liberal Party	7	178	37
Maia Sandu	27	167	75
Mihai Ghimpu	24	161	91
Marian Lupu	26	159	48
Inna Popenco	19	131	58
Maia Laguta	17	118	78
Andrei Năstase	22	103	33

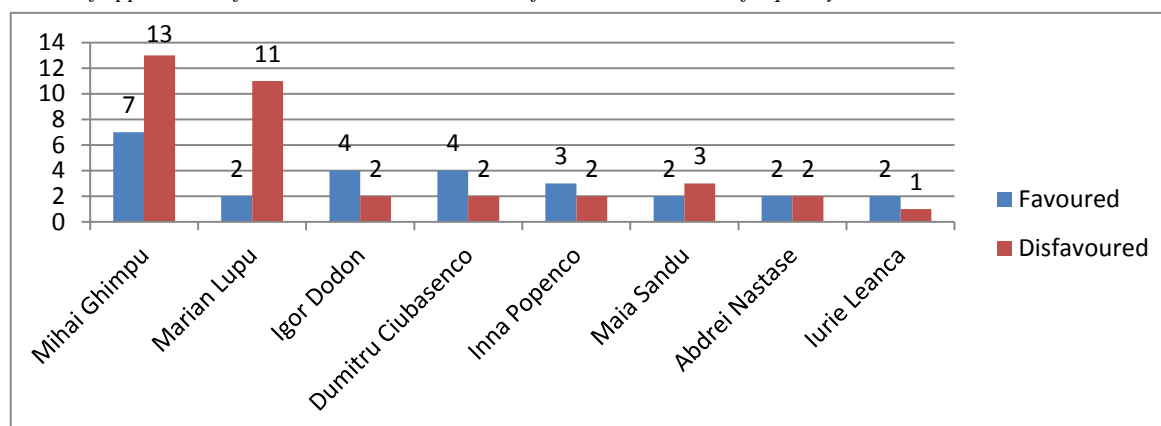
Igor Dodon is the only candidate who had appearances and direct interventions in the PRO TV programs – 1267 sec while Maia Sandu appeared on the screen for 25 sec. The other guests were experts or judges/lawyers. Most the times, the sources of the relevant items on PRO TV were of masculine gender – 75%, while the feminine ones accounted for 25%.

*Rate of protagonists and sources or quotes from a gender perspective, %.*



The items broadcast by PRO TV in the report period favored and disfavored relatively equally a number of election players. Most of the times, the context was unfavorable for Mihai Ghimpu – 13 news items. This candidate appeared also in 7 favorable news items. Marian Lupu was disfavored in 11 items and favored in 2. The higher number of negative news items is explained by the critical news about the actions of the governance and the LPA, of indirect electoral character that transfer the image onto the election candidates.

*Context of appearance of election candidates in items of electoral character, frequency*



## TV 7

The regional broadcaster TV 7 in the reference period broadcast 43 items, of which 6 programs and 37 news items, with a total amount of 22,915 sec. or 6.3 hours. Circa 19% of the news was inserted

the first in the newscasts, thus highlighting their importance. The topics tackled were from the political field – 26 and related to the election process – 16.

The protagonists and sources to which reference was made included the civil society (14 appearances and 364 sec. of personal interventions), the Parliament (10 appearances, 293 sec. of personal interventions), citizens (10 appearances, 192 sec. of direct interventions), the Government (6 appearances and 167 sec. of direct quotes), CEC (10 appearances and 140 sec. of direct quotes). The top of election candidates, by frequency, is led by Andrei Năstase and PPDA.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates and political players in news, sec.*

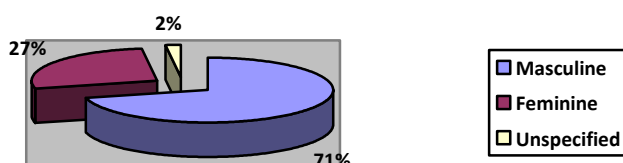
Protagonists and sources	Frequency of appearances	Duration of appearances in images	Duration of personal interventions
Vadim Brânzan	2	280	280
Andrei Năstase	7	250	96
Igor Dodon	4	160	90
Demnitate and Adevăr Platform Party	4	102	102
Action and Solidarity Party	3	70	60
Inna Popenco	2	56	40
Dumitru Ciubașenco	2	50	43
Maia Sandu	5	42	0

The programs of electoral character on TV 7 had as guests Maia Sandu, Andrei Năstase and Vadim Brânzan but also the civil society and experts. The vast majority of relevant items made reference or quoted men – 71%, while women accounted for 27% of the share of sources and protagonists mentioned and quoted.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates and political players in programs, sec.*

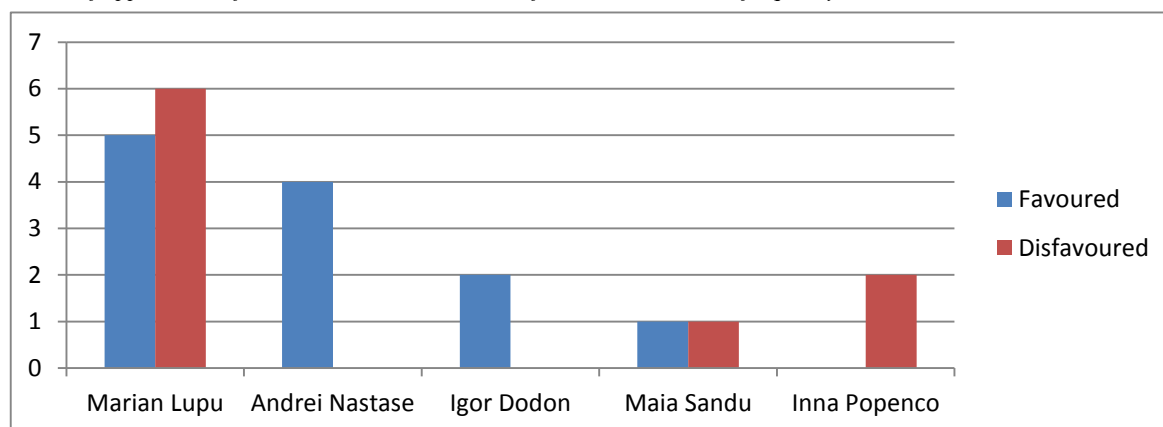
Protagonists and sources	Duration of appearance in images	Duration of personal interventions
Experts	1800	1740
Andrei Năstase	1845	1795
Maia Sandu	1790	1777
Vadim Brânzan	4850	4934
Civil society - NGOs	4760	4745

*Rate of protagonists and sources quoted from a gender perspective, %.*



The relevant items broadcast by TV 7 favored and disfavored nearly equally Marian Lupu and Maia Sandu. Andrei Năstase and Igor Dodon were favored only in 4 and 2 items accordingly, while Inna Popenco was disfavored in 2 items.

Context of appearance of election candidates in items of electoral character, frequency



### Accent TV

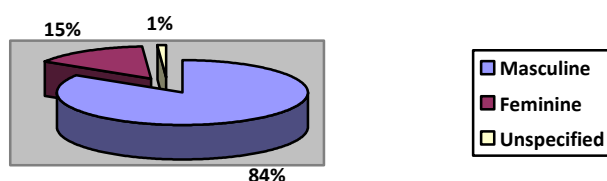
The private station with regional coverage Accent TV in the reference period had 87 items – 79 news items, 7 opinion programs, and 1 Vox Populi, with the total amount of 21,823 sec. or circa 6 hours. In about 19% of cases, the news was inserted first or last in newscasts, thus highlighting their importance. The topic most frequently tackled was the political field – 45 subjects, followed by the election process – 8 news items, social issues – 6 subjects, and LPA – 6 news items.

The items on Accent TV were based on sources from the LPA (9 appearances, 469 sec.), the civil society (4 appearances, 172 sec.), government and parliament (6 times each, 64 and 81 sec. each), experts (14 interventions, 532 sec.) and citizens (36 appearances and 454 sec.). Igor Dodon and PSRM members were the most quoted as sources. Thus, Igor Dodon appeared in 43 items, for 1579 sec., with a direct intervention of 1255 sec. The PSRM members were mentioned 30 times, appearing on screens for 745 sec. The programs broadcast by Accent TV in the report period had as protagonists Valeriu Ghilețchi, representatives of the PSRM, civil society, judges and lawyers. The vast majority of sources quoted were men – 84%, and 15% - women.

Frequency, duration of appearance in images and duration of direct interventions of election candidates and political players in news, sec.

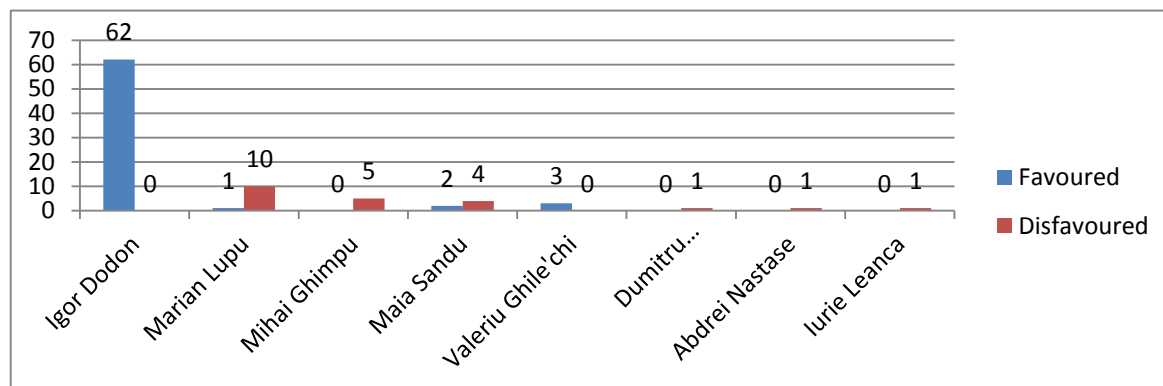
Protagonists and sources	Frequency of appearances	Duration of appearance in images	Duration of personal interventions
Igor Dodon	43	1579	1255
Socialists Party of Moldova	30	745	691
Valeriu Ghilețchi	3	151	144
Liberal Party	4	82	86
Democratic Party of Moldova	5	37	31
Dumitru Ciubașenco	2	36	33
Maia Sandu	6	18	0

Rate of protagonists and sources quoted from a gender perspective, %.



The relevant items broadcast on Accent TV mainly favored Igor Dodon who appeared 60 times in positive light. The other candidates were mostly disfavored: Marian Lupu – 10 times, Mihai Ghimpu – 5 times.

*Context of appearance of election candidates in items of electoral character, frequency*



#### N4 TV

The station with regional coverage N4 broadcast a total number of 16 items – 13 news items and 3 programs, with a total amount of 11,920 sec. or 3.3 hours. The topics tackled mainly focused on the political area – 8 subjects and on the election process – 5.

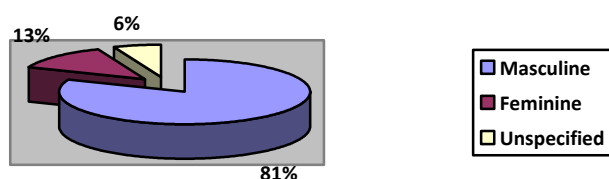
The items broadcast mentioned and quoted the representatives of the Government (3 appearances, 66 sec.), Parliament (3 appearances, 58 sec.), foreign diplomats and officials, judges, lawyers, civil society who had one appearance each, but without having any direct interventions. Of the election candidates, the one who appeared the most on the screen was Igor Dodon – 6 times, for 167 sec, with a personal intervention of 40 sec. Iurie Leancă, Mihai Ghimpu and Marian Lupu were mentioned 6, 5 and 1 time, and appeared in images for 60, 32 and 21 sec, without being quoted.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates and political players in news, sec.*

Protagonists and sources	Frequency of appearances	Duration of appearance in images	Duration of personal interventions
Igor Dodon	6	167	40
Iurie Leancă	6	60	0
Marian Lupu	5	32	0
Mihai Ghimpu	1	21	0
PSRM	1	18	0

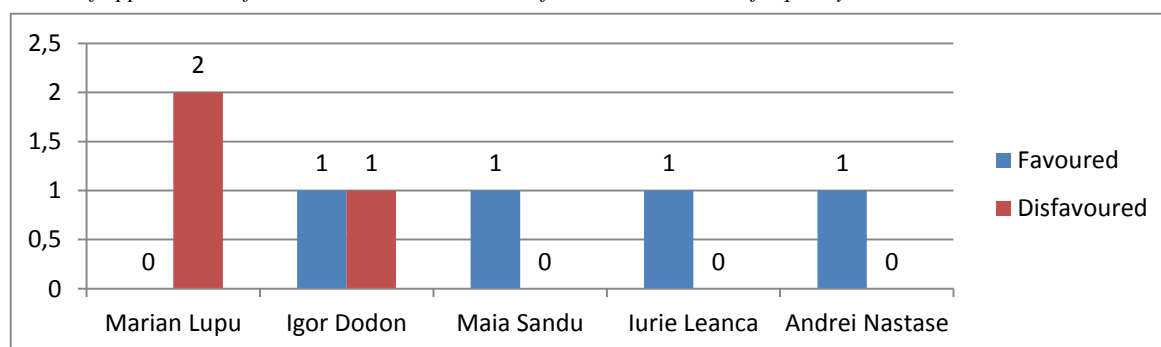
In the report period, the station broadcast 3 programs with the participation of Maia Sandu, Iurie Leancă and Igor Dodon. Thirteen percent of the relevant items quoted and made reference to feminine sources and 81% - to masculine sources.

Rate of protagonists and sources quoted from a gender perspective, %.



The news on N4 were neutral for the most part, without disfavoring or favoring any election candidates.

Context of appearances of election candidates in items of electoral character, frequency

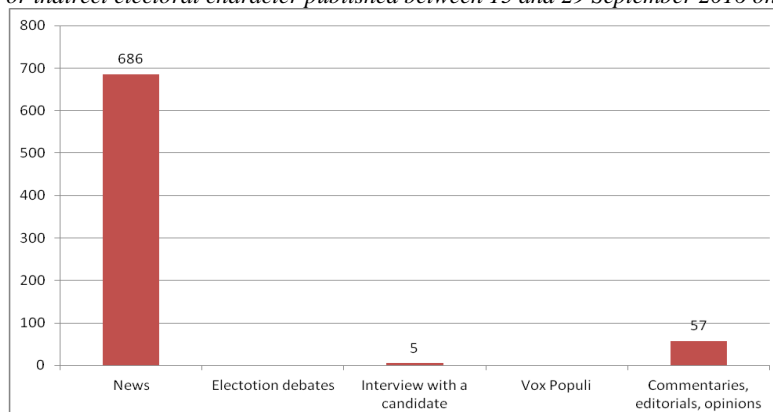


## 2.2 Web portals

### General conclusions

The 12 web portals monitored published a total of 748 stories referring directly or indirectly to the election period/campaign. The absolute majority of items (686 texts or 91.7% of the total) were simple or detailed news items that referred to the potential candidates, the political entities represented by them, CEC activities, etc. Other 57 items (7.6% of the total) were commentaries, editorials or other opinion items. The web portal also published several interviews with the candidates or potential candidates. In the report period, the online media monitored did not publish election debates with the participation of the candidates or Vox Populi surveys i.e. direct interviews with the citizens on the presidential elections topic.

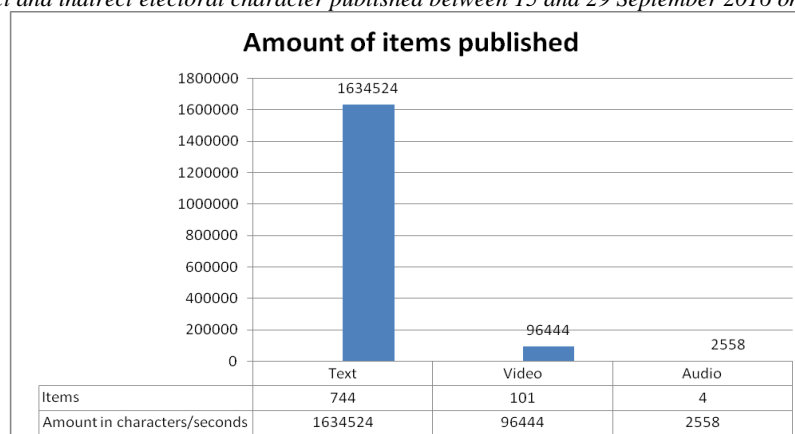
Number of items of direct or indirect electoral character published between 15 and 29 September 2016 on 12 portals



The portal Jurnal.md published the highest number of texts of political and electoral character – 114, followed by Ziarulnational.md and Unimedia.info (92 and 90 accordingly), Deschide.md – 81, Realitatea.md – 78, Noi.md – 76, Agora.md – 72, Newsmaker.md – 48, Sputnik.md – 46, Moldova24.info – 23, Today.md – 19. The regional portal Gagauzinfo.md published only 9 relevant items during two weeks.

The items had different formats, some containing just text, others having multimedia elements, with video or audio images attached to the text of the story or posted on the website without text. Thus, the amount of the items monitored was quantified in characters (text) and seconds (video and audio), with the following presentation:

*Amount of items of direct and indirect electoral character published between 15 and 29 September 2016 on 12 portals*



Most of the texts published referred to the behavior and statements made by some candidates and potential candidates, the allegations made at them by their opponents and other persons, the reactions of the accused ones, the election process as a whole, various aspects of the fight against corruption and of the economic situation in the country.

As sources, the portals quote most often the representatives of some parties/political entities, representatives of the authorities, including of the electoral ones. Many stories had only one source of information or did not specify any source at all.

The items were strongly unbalanced from a gender point of view, with the vast majority of sources being quoted by men.

In general, the web portals did not assure a balanced informing of the public, the editorial policies being mainly directed to favoring or disfavoring political and/or electoral subjects.

Some websites used manipulation by headlines, malicious language and pejorative expressions, labeling/nicknames for some candidates or potential candidates to the office of Moldovan President as well as other techniques to discredit the “opponents”.

### [www.Agora.md](http://www.Agora.md)

In the report period, the portal Agora.md published 72 items relevant to this monitoring, the absolute majority of them being news items that tackled various aspects of the presidential elections, and mainly from the angle of the political factors and of public policies. In 13 cases, the texts of the news items were accompanied by videos from certain events with political and electoral connotation. The total amount of relevant items constituted 84,366 characters (for texts), and 5,186 seconds (for video items).

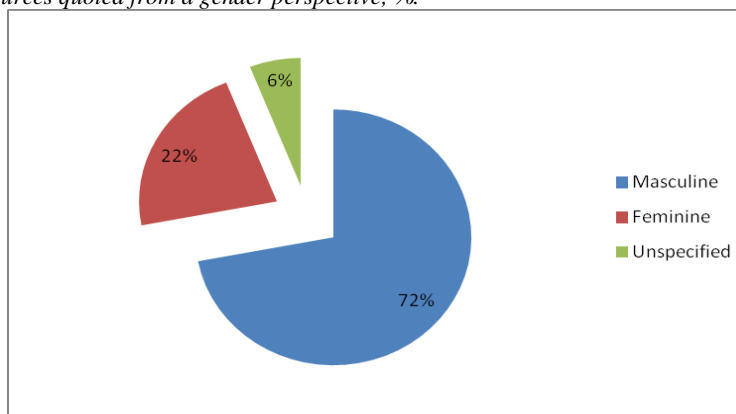
The portal offered a relatively diverse range of sources, with the protagonists being from the majority of the political camps.

*Frequency of appearance of election candidates and political players.*

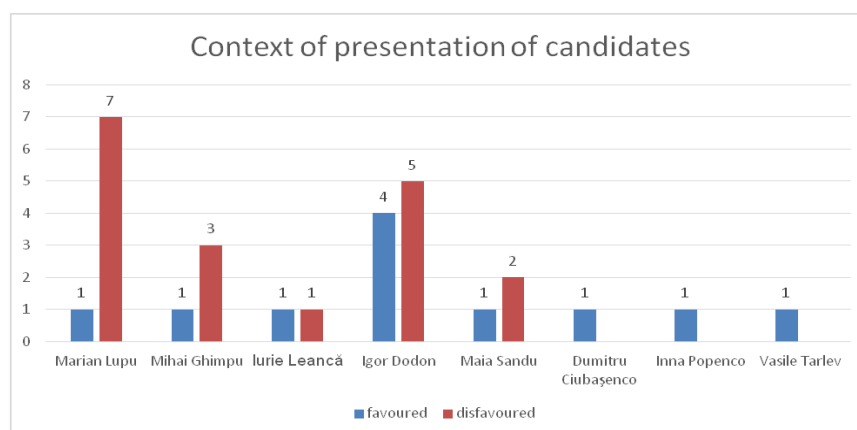
Democratic Party of Moldova	13
Communists Party of Moldova	1
Socialist Party of Moldova	1
Liberal Party	7
Socialists' Party of Moldova	22
Social-Political Movement "Ravnopravie"	3
Our Party	4
"Our House - Moldova" Party	2
Demnitate and Adevăr Platform Party	7
European People's Party of Moldova	5
"Dreapta" Political Party	2
Action and Solidarity Party	21
Artur Croitor	1
Valeriu Ghilețchi	1
Roman Mihăeș	1
Vadim Brânzan	2
Anatol Plugaru	1
Vasile Tarlev	2

The items published by the portal quoted a total of 125 sources and protagonists who in 90 cases (72%) were men, in 27 cases (22%) – women, and in 8 cases (6%) the source was not specified.

*Rate of protagonists and sources quoted from a gender perspective, %.*



The editorial policy of the portal Agora.md in the election period is relatively balanced; the authors are generally unbiased in relation to the sources and item protagonists. The majority of the candidates were presented in a neutral manner. At the same time, one notes the frequent publishing of items that present negatively the PDM candidate Marian Lupu, including the critical statements made by other candidates (Maia Sandu, PPDA, Vladimir Voronin etc.) referring to Marian Lupu.



### [www.Deschide.md](http://www.Deschide.md)

Deschide.md in two weeks published 81 items relevant to this monitoring, including 69 news items and other stories and 12 commentaries, editorials or other opinion items; two of them were accompanied by videos. From a topical point of view, the stories referred to the political process and the election process as a whole, the behavior and statements made by some candidates or potential candidates etc. The total amount of relevant items constituted 187,008 characters (for texts) and 430 seconds (for videos).

Deschide.md quoted the highest number of sources and protagonists, also assuring their diversity.

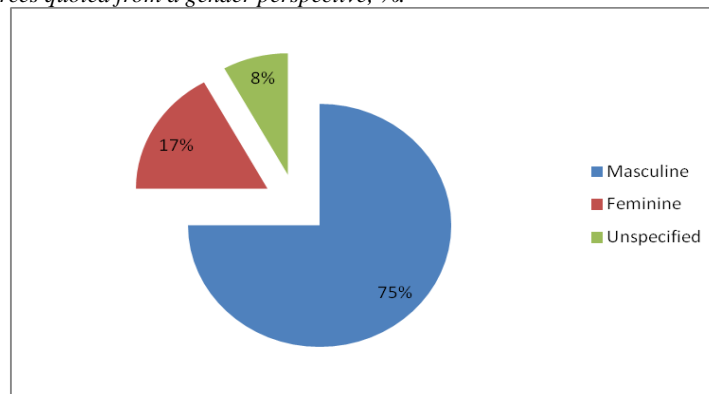
#### *Frequency of appearance of election candidates and political players.*

Democratic Party of Moldova	14
Communists Party of Moldova	3
Liberal Party	5
Socialists' Party of Moldova	20
Social-Political Movement "Ravnopravie"	4
Our Party	10
National Liberal Party	1
Liberal Democratic Party of Moldova	13
"Moldova's Patriots" Party	2
Demnitare and Adevăr Platform Party	33
European People's Party of Moldova	23
"Dreapta" Political Party	1
Action and Solidarity Party	13
Mihai Corj	1
Artur Croitor	2
Ion Dron	1
Valeriu Ghilețchi	4
Roman Mihăeș	3
Ilie Rotaru	1
Vadim Brânzan	2
Silvia Radu	2
Vasile Tarlev	2
Maia Laguta	2
Geta Savițcaia	2

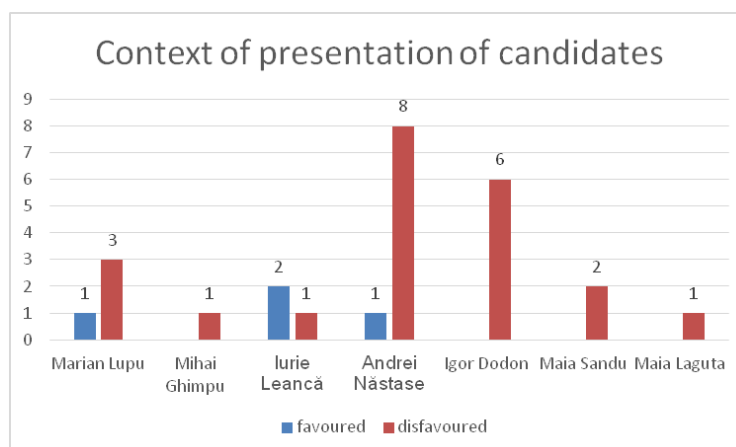


Three of four sources and protagonists were men (187 or 75% of the total), while women enjoyed representation as sources and protagonists in only 17% of the items (43 cases), and in 20 cases (8%) the source was not specified.

*Rate of protagonists and sources quoted from a gender perspective, %.*



In most cases, the texts published by Deschide.md were relatively objective and the authors were not biased. Nonetheless, the selection of news and the ironic nuances in some texts point to the tendency to disfavor the candidate Andrei Năstase while the candidates of the parliamentary majority are editorially ‘protected’.

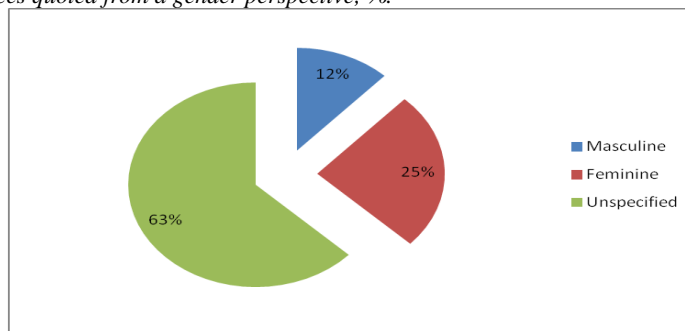


### [www.Gagauzinfo.md](http://www.Gagauzinfo.md)

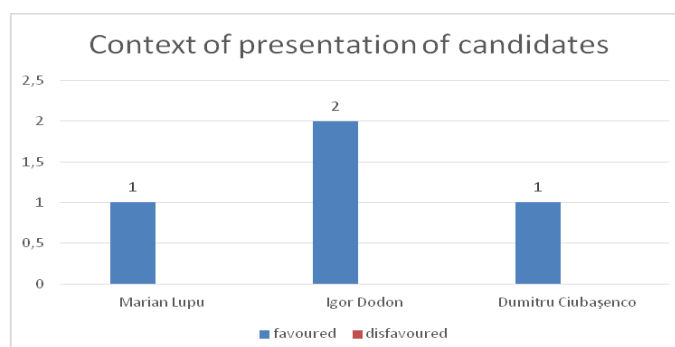
The regional portal Gagauzinfo.md gets involved very little in covering the national election campaign, its editorial policy being mainly focused on covering the campaign for the elections to the General Assembly of the Gagauz autonomy. In the report period, the portal published only 9 texts relevant to this monitoring, with a total area of 14,644 characters. The news selectively informed about certain events with electoral connotation related to the presidential elections.

The number and diversity of the information sources and/or protagonists quoted were also very low – only 8, and in most cases (5 or 63% of the total) their gender was not specified. In the context of the items on the topic of presidential elections, the portal quoted two more women and one man.

*Rate of protagonists and sources quoted from a gender perspective, %.*



The texts published by Gagauzinfo.md are strictly informative, and the low number of items does not point to direct favoring or disfavoring of an election candidate.



### [www.Jurnal.md](http://www.Jurnal.md)

Jurnal.md published the highest number of items relevant to this monitoring – 114 during two weeks, including 101 news items and other stories, and 11 commentaries, editorials, and other opinion items; 16 items were accompanied by video formats. The general topic was social-political, with highlights on the fight against corruption and the country's economic situation, and with broad coverage of the behavior and statements of some candidates or potential candidates for the office of Moldovan President. The total amount of the relevant items constituted 405,289 characters (for texts) and 3,606 seconds (for videos).

The sources and protagonists of items were relatively diverse and varied; however, one notes the frequent quoting of sources from the PPDA (60).

*Frequency of appearance of election candidates and political players.*

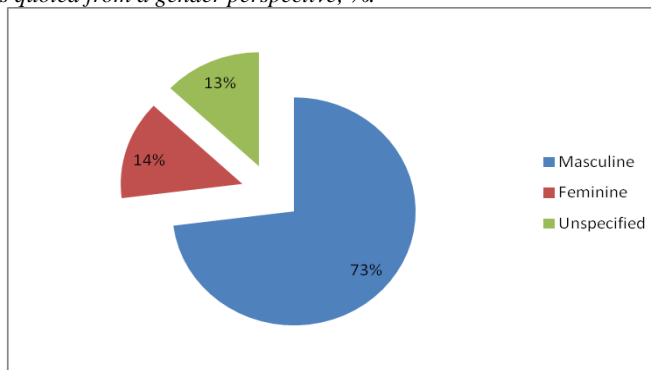
Democratic Party of Moldova	3
Communists Party of Moldova	2
Socialist Party of Moldova	2
Liberal Party	1
Socialists' Party of Moldova	4
Social-Political Movement "Ravnopravie"	1
Our Party	3
Liberal Democratic Party of Moldova	1
Demnitate and Adevăr Platform Party	60
European People's Party of Moldova	1
Action and Solidarity Party	2
Marian Lupu	1

Vadim Brânzan

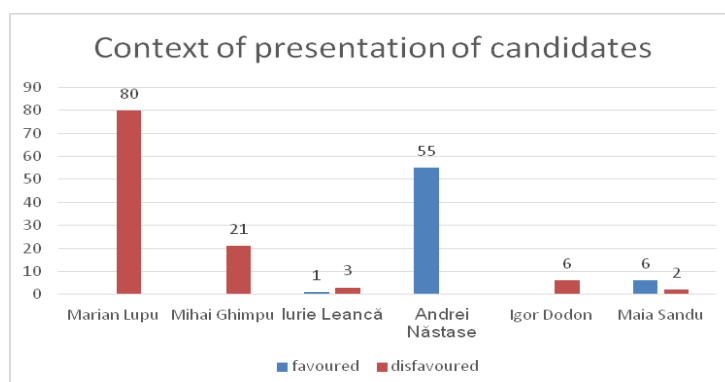
2

The portal mainly quoted or made reference to men (128 cases or 73% of the total), women were mentioned only in 24 cases (14% of the total), and the sex of the other sources was not specified.

*Rate of protagonists and sources quoted from a gender perspective, %.*



Jurnal.md “abounds” in news that presents in negative contexts the First Deputy President of the Democratic Party Vladimir Plahotniuc, this party as a whole, the current governance and the PDM candidate Marian Lupu. On the contrary, the PPDA candidate Andrei Năstase is favored and his initiatives, statements and other actions are promoted.



### [www.Moldova24.info](http://www.Moldova24.info)

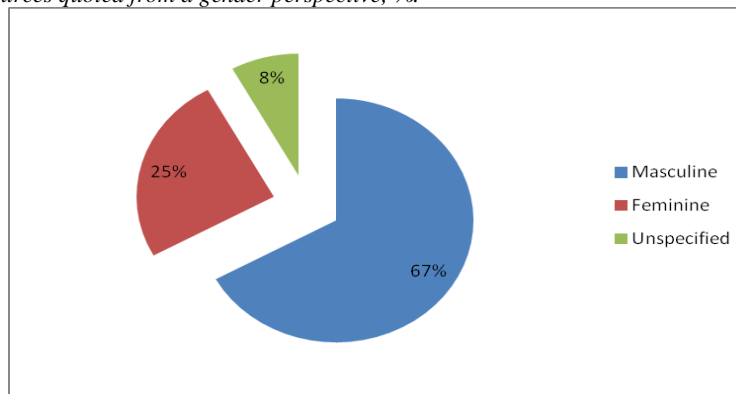
The portal Moldova24.info published a relatively low number of items relevant to this monitoring – 23, including 18 informative stories and 5 commentaries, editorials or other opinion items. In the absolute majority of cases, the items referred to presumptions, allegations and speculations in relation to some candidates or potential candidates to the office of Moldovan President or members of the respective parties. The total amount of the relevant items constituted 35726 characters (texts). The number of sources and protagonists quoted or mentioned by Moldova24.info was limited and so was their diversity.

*Frequency of appearance of election candidates and political players.*

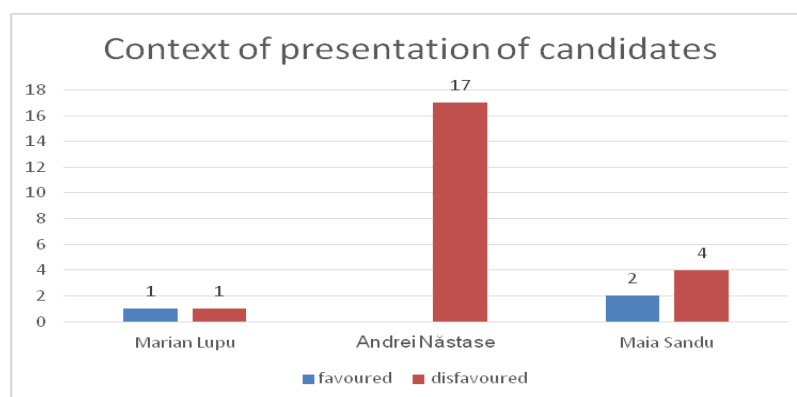
Democratic Party of Moldova	1
Socialists' Party of Moldova	1
Social-Political Movement “Ravnopravie”	1
Liberal Democratic Party of Moldova	1
“Renaștere” Party	1
Demnitate and Adevăr Platform Party	6

The sources/protagonists of the items were mainly men (16 cases or 67% of the total), women being mentioned in only 6 cases (25% of the total), while the gender of the other sources was not specified.

*Rate of protagonists and sources quoted from a gender perspective, %.*



Although it positions itself as a portal of news and opinions, Moldova24.info in fact is only a site of opinions and comments. Its texts often do not have sources and contain allegations without giving the ones mentioned the right to respond. The opinions expressed contain labelling and biased expressions while their headlines contain denigrating elements about the protagonists. The site frequently disfavours Andrei Năstase, the PPDA candidate, and in some cases disfavours Maia Sandu, the PAS candidate. The candidates or potential candidates of the ruling parties are referred to very rarely and mainly in neutral contexts.



### [www.Newsmaker.md](http://www.Newsmaker.md)

In the report period, Newsmaker.md covered the election period in 48 items, and mainly in news – 45, and 3 commentaries, editorials and other opinion items; 6 items were accompanied by their video formats. From a topical point of view, the relevant items referred to the actions/statements made by some candidates or potential candidates for the office of Moldovan President, other aspects related to their capacity of public persons, and news about the registration at CEC of all the candidates/initiative groups. The total amount of relevant items constituted 153,789 characters (texts) and 621 seconds (videos).

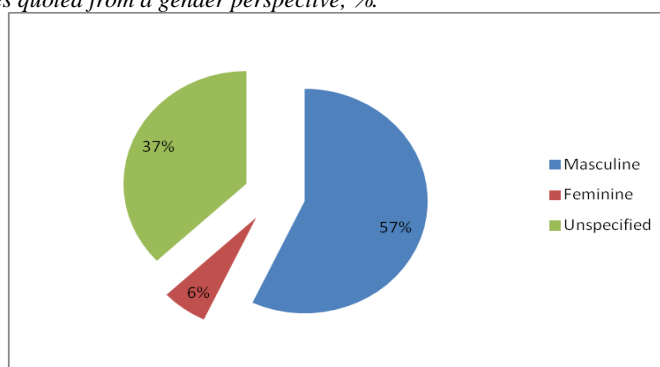
The number of sources and protagonists quoted or referred to by Newsmaker.md was not very high, with sources often quoted from two political entities – PSRM and PPDA.

*Frequency of appearance of election candidates and political players.*

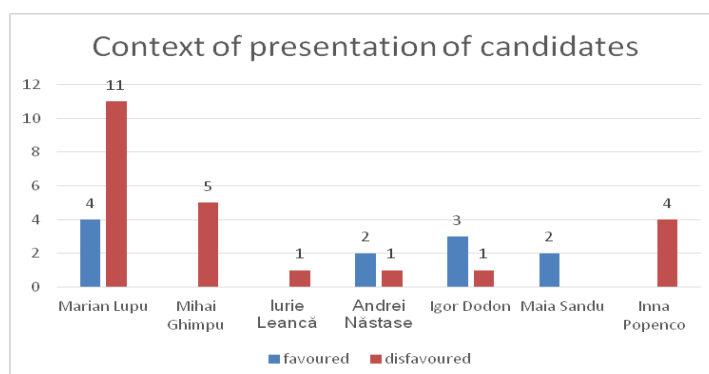
Democratic Party of Moldova	7
Communists Party of Moldova	1
Liberal Party	1
Socialists' Party of Moldova	10
Social-Political Movement "Ravnopravie"	1
Our Party	3
Liberal Democratic Party of Moldova	4
Demnitate and Adevăr Platform Party	10
Liberal Reforming Party	0
Action and Solidarity Party	3

The portal Newsmaker.md published a high number of news items (51 or 37% of the total) with unspecified sources of information. Men were sources or protagonists of items in 77 cases (57% of the total) while women – only in 8 cases (6%).

*Rate of protagonists and sources quoted from a gender perspective, %.*



As compared to other websites, the newsroom of Newsmaker does not have a selective approach to the candidates. Its editorial policy is generally balanced and does not obviously favor or disfavor any of the candidates or potential candidates for the presidential office. However, Marian Lupu, the PD candidate, appeared the most in news presenting him in negative contexts due to the statements made about him by the other candidates.



### [www.Noim.md](http://www.Noim.md)

Noi.md in the report period published 76 items relevant to this monitoring, the absolute majority of them news items – 74, and 2 commentaries; 8 items were also accompanied by the video formats. The topic of the items was mainly related to the actions and statements made by some candidates or

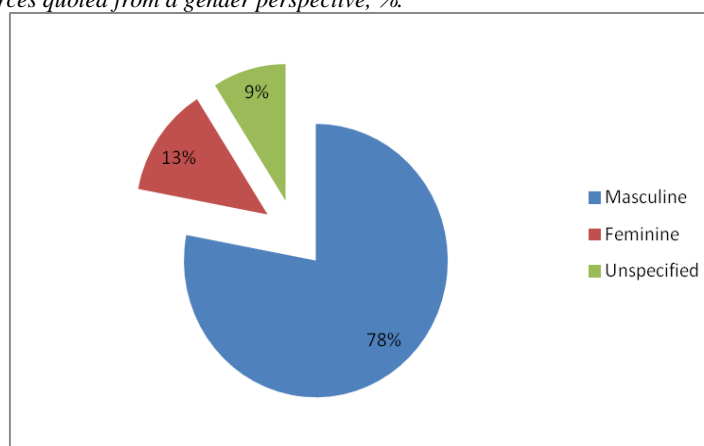
potential candidates for the office of Moldovan President, 11 news items referred to the election process, including to the CEC activities. The total amount of relevant items constituted 135,550 characters (texts) and 3,416 seconds (video).

In total, Noi.md quoted or made reference to 76 sources and protagonists, and in most cases these were men (59 or 76% of the total), while women were sources or protagonists only in 10 cases (13% of the total); the other 7 items did not have sources specified. Thirty-nine sources and protagonists came from the political area.

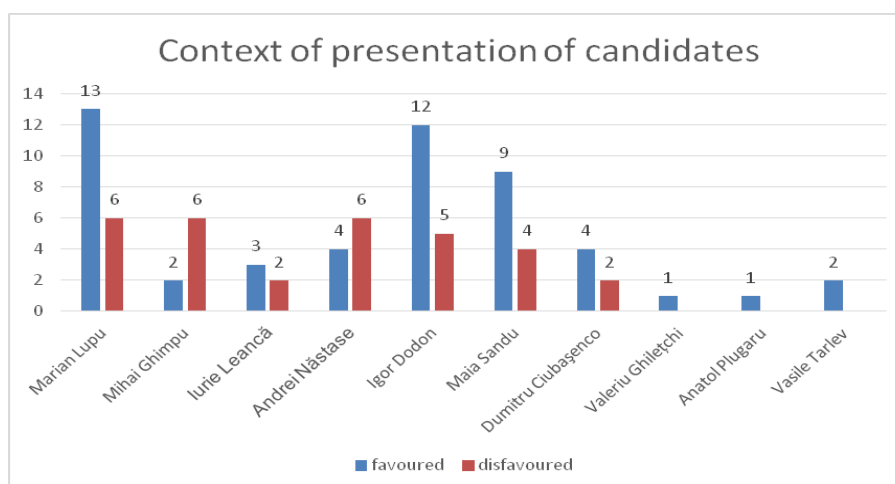
*Frequency of appearance of election candidates and political players.*

Democratic Party of Moldova	9
Communists Party of Moldova	2
Liberal Party	2
Socialists' Party of Moldova	5
Our Party	1
Liberal Democratic Party of Moldova	2
Demnitate and Adevăr Platform Party	2
European People's Party of Moldova	5
Action and Solidarity Party	5
Mihai Corj	1
Artur Croitor	1
Valeriu Ghilețchi	1
Roman Mihăeș	1
Silvia Radu	1
Anatol Plugaru	1

*Rate of protagonists and sources quoted from a gender perspective, %.*



The tone of coverage of the election period by Noi.md was relatively balanced, with the candidates or potential candidates being presented in positive or neutral contexts in one item and in a negative context in another item. At the same time, the frequency of appearances in positive contexts is higher for the candidates Marian Lupu (PD) and Igor Dodon (PSRM). Mihai Ghimpu (PL), on the contrary, is presented most often in a context that disfavors him.



### [www.Realitatea.md](http://www.Realitatea.md)

Realitatea.md in the two weeks monitored published 78 items that directly or indirectly refer to the election period/campaign, with all of them being news items; 34 items were accompanied by the video formats. From a topical point of view, the items reported about the election process, the CEC activities, the actions and statements of some candidates or potential candidates for the office of the Moldovan President etc. The total amount of the relevant items constituted 140,818 characters (texts) and 44,812 seconds (videos).

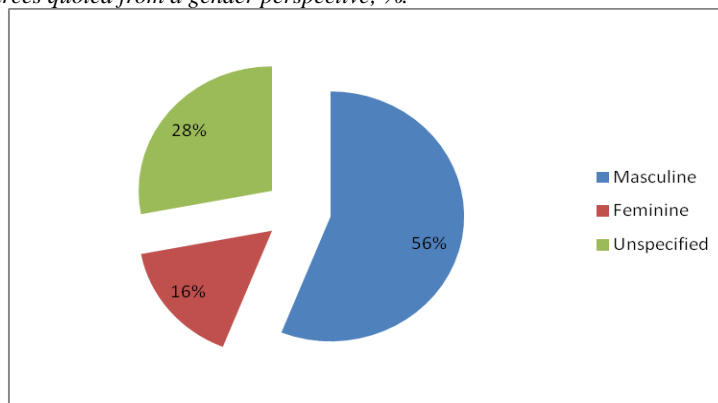
The relevant items had a total of 88 sources/protagonists coming from various areas, including 60 from various parties/political entities.

*Frequency of appearance of election candidates and political players.*

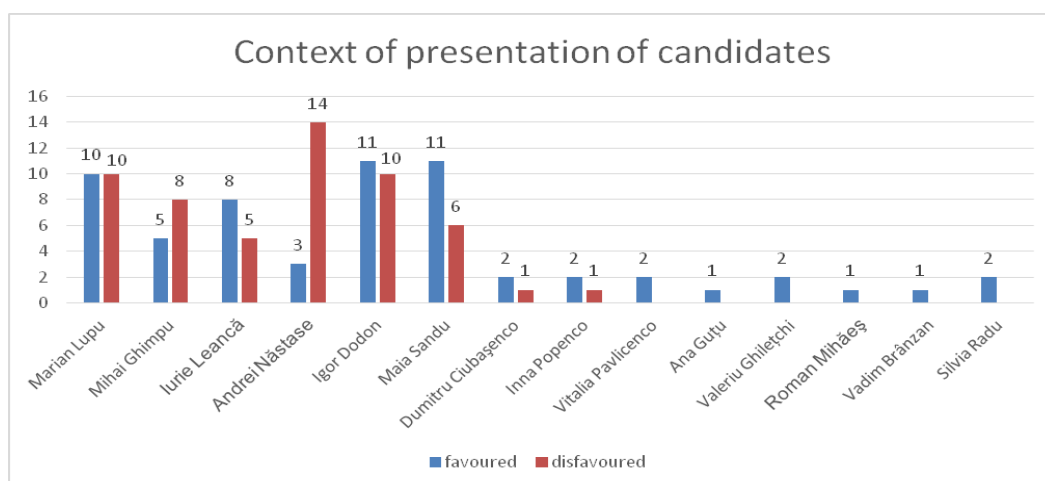
Democratic Party of Moldova	9
Communists Party of Moldova	2
Socialist Party of Moldova	1
Liberal Party	5
Socialists' Party of Moldova	8
Social-Political Movement "Ravnopravie"	3
Our Party	2
Liberal Democratic Party of Moldova	4
Demnitate and Adevăr Platform Party	3
European People's Party of Moldova	8
"Dreapta" Political Party	2
Action and Solidarity Party	7
Valeriu Ghilețchi	3
Roman Mihăeș	1
Vadim Brânzan	1
Anatol Plugaru	1

Most of the sources/protagonists who were quoted and to whom reference was made were men (49 cases or 56% of the total), with women referred to in 14 cases (16% of the total).

Rate of protagonists and sources quoted from a gender perspective, %.



Realitatea.md is the portal that offered the highest diversity of election candidates and potential candidates. The tone of their presentations was in general balanced and the authors were not biased. At the same time, the selection of news presenting the candidates in a certain context points to the tendency to disfavor the PPDA candidate Andrei Năstase, the other candidates being presented in various contexts.



### [www.Sputnik.md](http://www.Sputnik.md)

Sputnik.md in the report period published 46 items relevant to this monitoring, including 37 news items and 8 editorials/commentaries and one interview with Ilan Shor, the leader of the party “Ravnopravie”; 3 items were accompanied by their audio formats, and 2 – by their video formats. The most frequently topics covered referred to the election process, the political factor and political parties, public administration, and foreign news. The total amount of the relevant items constituted 83,588 characters (texts) and 4,360 seconds (audio+video).

The number of sources/protagonists was low– 45, including 8 from the political environment, and the diversity was also low.

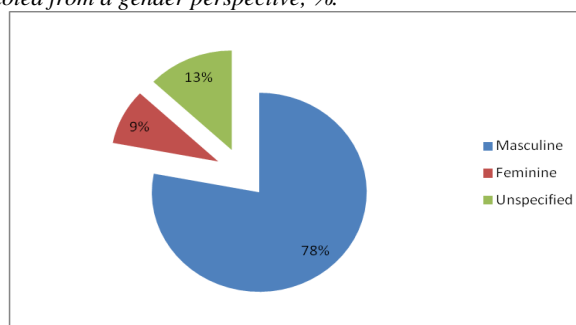
Frequency of appearance of election candidates and political players.

Socialist Party of Moldova	1
Liberal Party	4
Social-Political Movement “Ravnopravie”	3
Valeriu Ghilețchi	1

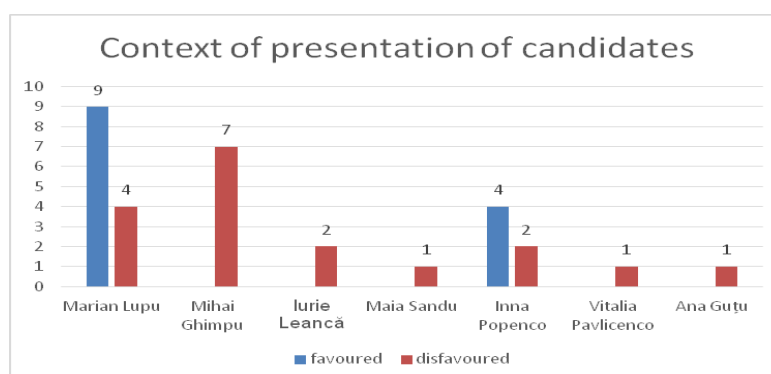


The sources/protagonists quoted or mentioned in the vast majority of cases were men (35 cases or 78% of the total), women were mentioned only in 4 cases (13% of the total), while the other items had unspecified sources.

*Rate of protagonists and sources quoted from a gender perspective, %.*



The tone of the majority of the news published by Sputnik.md was neutral; in the items that tackled a conflict situation or contained certain allegations, the right to respond was usually provided. At the same time, by the frequency of selection of the items that present him in a favorable context, one may conclude that the portal favors the PDM candidate Marian Lupu and the female candidate of Ravnopravie Inna Popenco (in fact, this party's leader Ilan Shor is favored the most). On the contrary, the PL candidate Mihai Ghimpu is disfavored, being the 'target' of some editorials-pamphlets, in which he is mocked.



### [www.Today.md](http://www.Today.md)

Today.md in the report period published a relatively low number of items relevant to this monitoring – 19, including 18 informative items and 1 commentary that in total took an area of 32,493 characters. The editorial process was reflected only from the perspective of favoring or disfavoring certain election candidates.

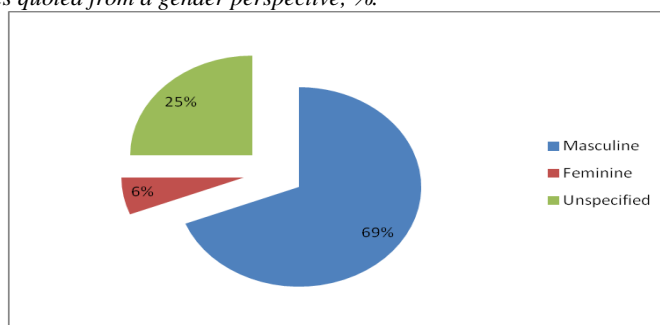
The number of sources/protagonists was low – 16 (including 8 from the political area), and the diversity was low.

*Frequency of appearance of election candidates and political players.*

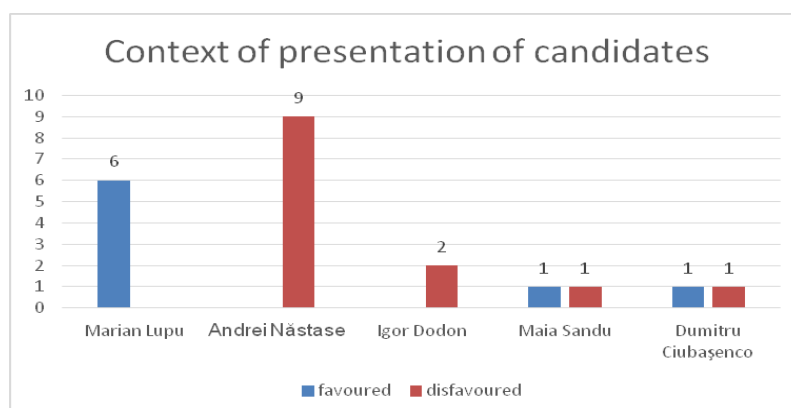
Democratic Party of Moldova	4
Our Party	1
Demnitate and Adevăr Platform Party	1
European People's Party of Moldova	1
Action and Solidarity Party	1

Men were nearly each time quoted or mentioned as sources/protagonists (11 cases or 69% of the total); only one woman appeared as protagonist (6% of the total), while the other items had unspecified sources.

*Rate of protagonists and sources quoted from a gender perspective, %.*



The items published by Today.md pursue to present in a negative context the PD opponents, especially Andrei Năstase, the PPDA candidate who each time was ironized, labeled or mocked. On the contrary, the PD candidate Marian Lupu each time was presented in a positive context.



### [www.Unimedia.info](http://www.Unimedia.info)

Unimedia.info in the report period published a high number of items relevant to this monitoring – 90, the absolute majority of them (84) news items, 6 texts were commentaries, editorials or other opinion items, 10 items were accompanied by their video formats. From a topical point of view, the stories referred to the election process, to politics and to the behavior/statements made by some candidates or potential candidates, fight against corruption and the economic situation in the country. The total amount of the relevant items accounted for 139,340 characters (for texts) and 2,441 seconds (for video materials).

In the items published, Unimedia.info quoted a relatively high number of sources and protagonists – 179, also assuring their diversity. Most of the sources and protagonists came from the political area.

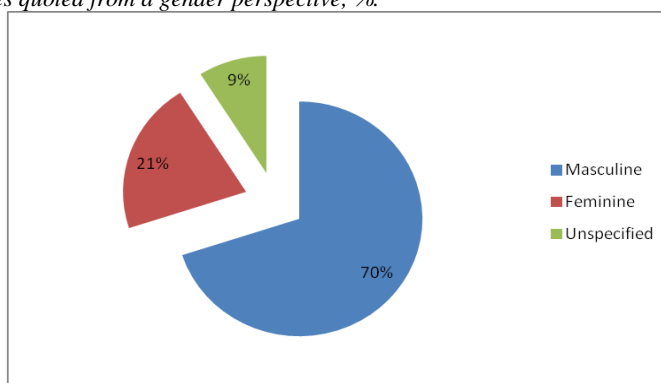
*Frequency of appearance of election candidates and political players.*

Democratic Party of Moldova	25
Communists Party of Moldova	4
Liberal Party	7
Socialists' Party of Moldova	21
Social-Political Movement "Ravnopravie"	7

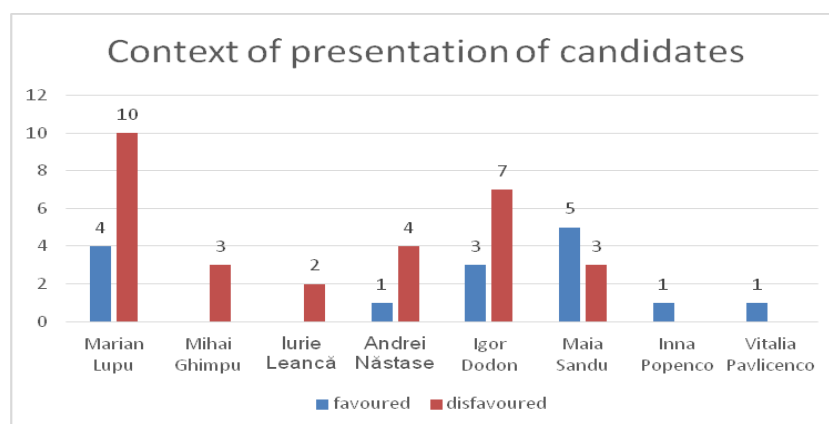
Our Party	5
National Liberal Party	3
Liberal Democratic Party of Moldova	4
Demnitate and Adevăr Platform Party	15
European People's Party of Moldova	7
"Dreapta" Political Party	2
Action and Solidarity Party	22
Marian Lupu	2
Mihai Ghimpu	1
Iurie Leancă	1
Andrei Năstase	1
Igor Dodon	1
Maia Sandu	2
Valeriu Ghilețchi	2
Roman Mihăeș	3
Vadim Brânzan	6
Silvia Radu	1
Vasile Tarlev	1
Maia Laguta	1

As sources/protagonists, men were quoted in 70% cases (125 sources/protagonists), women appeared as protagonists or sources of information in 38 cases (21% of the total), while the other items had unspecified sources.

*Rate of protagonists and sources quoted from a gender perspective, %.*



The tone of the majority of news published by Unimedia.info is neutral and balanced. At the same time, the selection and frequency of news presenting the candidates in a certain context points to the tendency to disfavor the PD candidate Marian Lupu, the PSRM candidate Igor Dodon, and partially the PL candidate Mihai Ghimpu. The PAS candidate was slightly favored by Unimedia.info.



### [www.Ziarulnational.md](http://www.Ziarulnational.md)

The portal Ziarulnational.md in the report period published 92 items relevant to this monitoring, mainly news items – 82, other 9 commentaries, editorials or other opinion items, and one interview with Andrei Năstase, the PPDA leader; 10 items were accompanied by their video formats. From a topical point of view, the relevant items referred to the actions/statements made by some candidates or potential candidates for the office of Moldovan President, the unfolding of the election process, issues related to the economic development of the country, and fight against corruption. The total amount of relevant items accounted for 221,913 characters (texts) and 34,008 seconds (video).

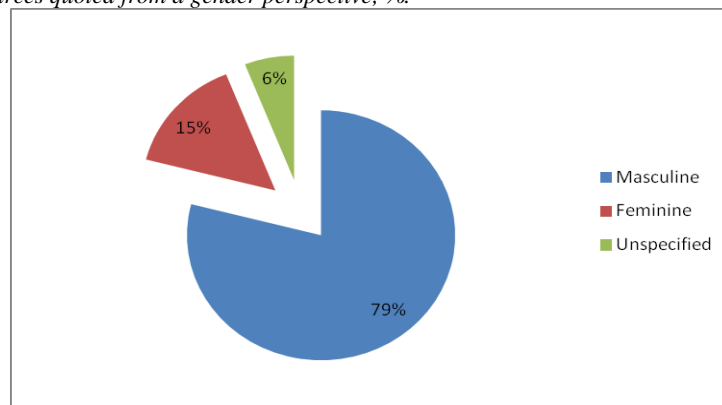
The number of sources and protagonists quoted or mentioned by the portal was relatively high – 150, and their affiliation was more or less diverse. Of the total of 102 sources and protagonists coming from the political area, 32 were from the PPDA.

*Frequency of appearance of election candidates and political players.*

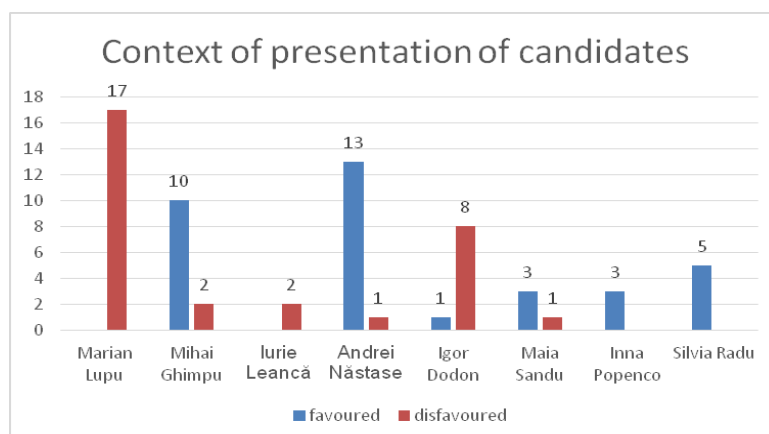
Democratic Party of Moldova	11
Liberal Party	16
Socialists' Party of Moldova	13
Social-Political Movement "Ravnopravie"	3
Our Party	3
Liberal Democratic Party of Moldova	1
Demnitate and Adevăr Platform Party	32
European People's Party of Moldova	4
"Dreapta" Political Party	1
Action and Solidarity Party	8
Marian Lupu	1
Andrei Năstase	2
Inna Popenco	1
Roman Mihăeș	2
Vadim Brânzan	1
Silvia Radu	3

A pronounced gender unbalance was registered also for the portal Ziarulnational.md. As sources/protagonists, 119 men were quoted or mentioned (79% of cases), women appeared as protagonists or sources of information in 22 cases (15% of the total), while the other items had unspecified sources.

Rate of protagonists and sources quoted from a gender perspective, %.



By the number of news presenting the candidates in a positive or negative context, one notes the disfavoring by Ziarulnational.md of the PD candidate Marian Lupu and of the PSRM candidate Igor Dodon. At the same time, the PPDA candidate Andrei Năstase and the PL candidate Mihai Ghimpu, on the contrary, were favored. The portal published a number of items presenting Silvia Radu, a potential independent candidate, in a positive context.

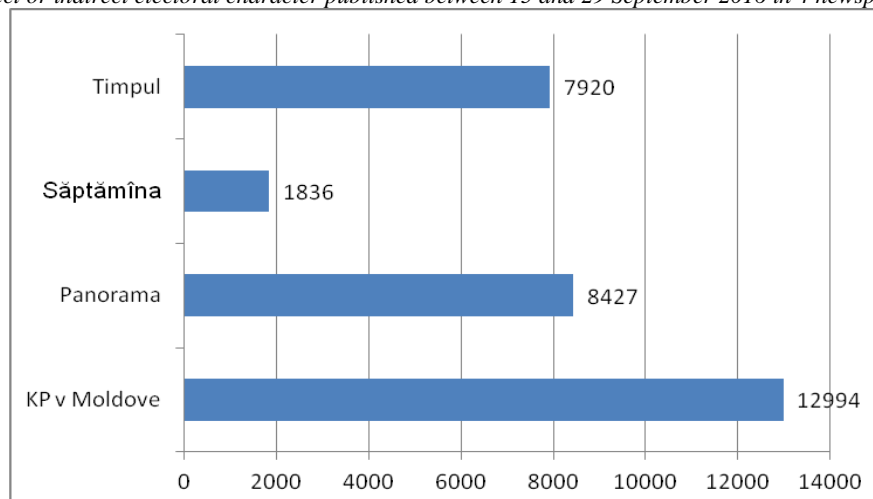


## 2.3 Print media

### General conclusions

The 4 newspapers monitored in the report period published 58 stories that directly or indirectly referred to the presidential elections, with a total area of over 31 thousand square centimeters. The highest number of relevant items (28 texts with the total area of 12,994 sq.cm.) were published in the newspaper *KP v Moldova* that comes out five times per week, while the other newspapers (all weekly) published as follows: *Panorama* – 13 stories with the total area of 8,427 sq.cm., *Timpul* – 12 stories with the total area of 7,920 sq.cm., and *Săptămîna* – 5 items with the total area of 1,836 sq.cm.

Area of items of direct or indirect electoral character published between 15 and 29 September 2016 in 4 newspapers, sq.cm.



More than half of the editorial space of the newspapers monitored was taken by editorials and other opinion stories – 18,240 sq.cm. or 59% of the total, while news items took only 7,415 sq.cm. or 24% of the total. The newspaper with the biggest disproportion between the amount of opinions and news is *KP v Moldova* (one news items accounts for 4.5 opinion stories or commentaries).

The newspapers monitored published many stories of hidden political and electoral publicity.

### **KP v Moldova**

The newspaper *KP v Moldova*, in the report period, published 28 items relevant to this monitoring, most of them (18) being various commentaries, editorials, opinion items, 4 news items and 4 Vox Populi surveys and 2 interviews with the candidates. From a topical point of view, the texts published referred to politics and the behavior/statements made by some candidates or potential candidates, to the election process, and issues related to the economic development of the country. The total amount of the relevant items accounted for 12,994 sq.cm.

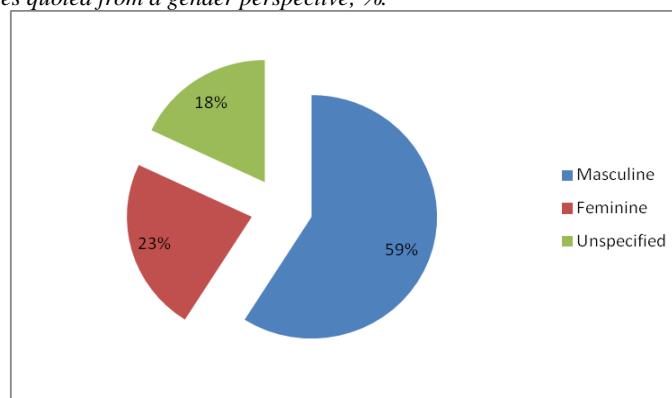
In its stories, *KP v Moldova* quoted 51 sources and protagonists, including a high number of citizens (24) and 11 representatives of political forces.

Frequency of appearance of election candidates and political players.

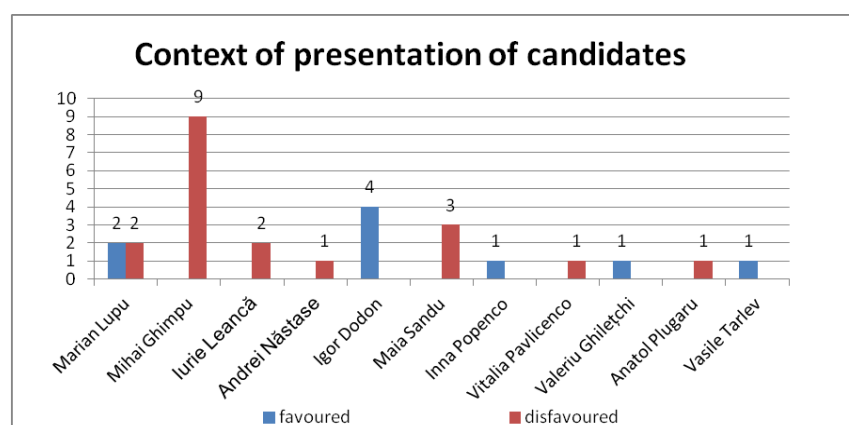
Democratic Party of Moldova	1
Liberal Party	2
Socialists' Party of Moldova	3
Valeriu Ghilețchi	2
Anatol Plugaru	1
Vasile Tarlev	2

The biggest part of sources/protagonists quoted or mentioned were men (30 cases or 59% of the total), women appeared as protagonists or sources of information in 12 cases (23% of the total), while the other items had unspecified sources.

Rate of protagonists and sources quoted from a gender perspective, %.



The editorial policy of *KP v Moldova* is focused on the criticism and presentation in disfavoring contexts of some election candidates, especially the PL candidate Mihai Ghimpu, criticized for his unionist ideas in a number of editorials and mocked. The PAS candidate Maia Sandu is disfavored less. On the contrary, the PSRM Igor Dodon is favored.

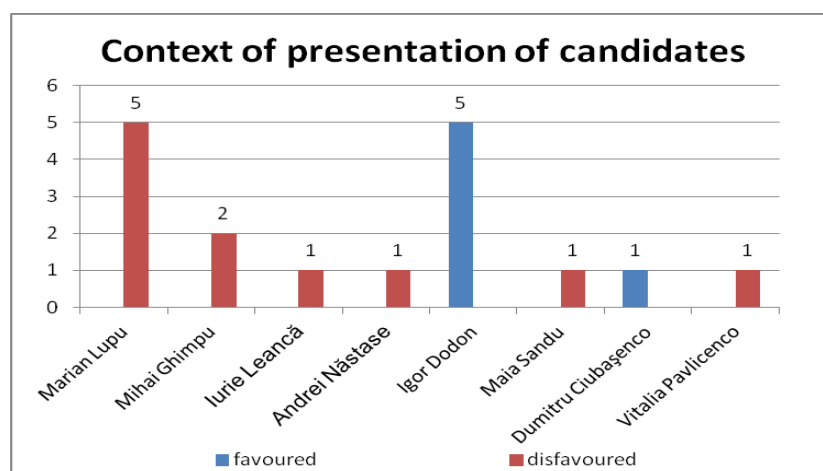


## Panorama

*Panorama* in the report period published 13 items relevant to this monitoring, including 8 news items, 4 commentaries, editorials or other opinion items, and one interview with the PSRM leader Igor Dodon, taken over from the website *Tribuna.md*. All the texts published referred to politics and the behavior/statements of some candidates or potential candidates. The total amount of relevant items accounted for 8,427 sq.cm.

In its stories, *Panorama* quoted or referred directly or indirectly only to 8 sources and protagonists (most of them men) and none of those sources came from the political area.

Quoting sources from the experts community, the publication disfavors the PD and its candidate Marian Lupu. At the same time, the newspaper often publishes pages of unmarked political publicity in favor of the PSRM candidate Igor Dodon.

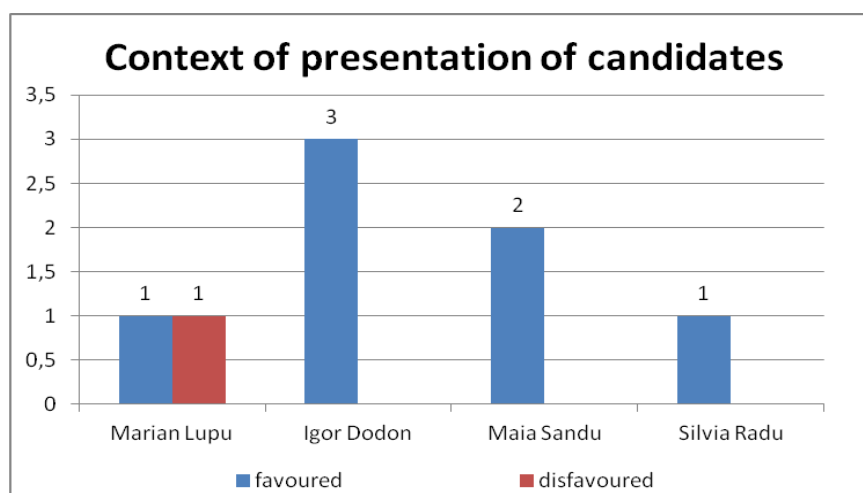


### Săptămîna

The magazine *Săptămîna* published 5 items relevant to this monitoring, including 3 news items and 2 commentaries/editorials or opinion items. The total amount of the relevant items accounted for 1,836 sq.cm.

In its stories, *Săptămîna* quoted or directly or indirectly referred to only 5 sources and protagonists (one man, one woman, three unspecified), including two from the political area (PSRM and Silvia Radu).

The magazine publishes many items of hidden political publicity, unmarked as such (Silvia Radu's comments, the interview with Vlad Plahotniuc where he speaks about the PDM plans and successes, and some stories favoring the PSRM candidate Igor Dodon).



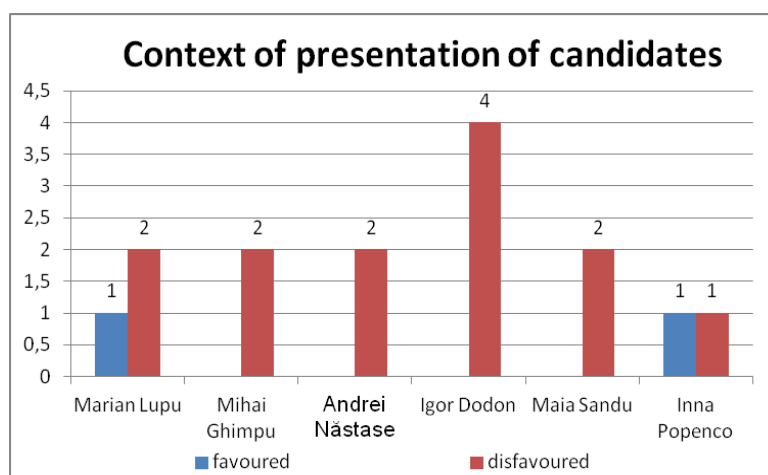
### Timpul

Most of the items relevant to this monitoring, published in the report period by the newspaper *Timpul* were commentaries, editorials or other opinion items (8 of the total of 12 texts). *Timpul* published 3 news items and one interview with Mihai Ghimpu, the PL leader. The total amount of the relevant items accounted for 7,920 sq.cm.

In its stories, *Timpul* quoted or referred directly or indirectly to 10 sources and protagonists (most of them men), including two from the political area (Igor Dodon and Inna Popenco).

The newspaper slightly favors Mihai Ghimpu and the PL but constantly disfavors the PSRM candidate Igor Dodon, mainly in opinion items and editorials.





### III. ANEXES. CASE STUDIES

*Case study no. 1:* Election surveys in the main newscasts of TVs

*Case study 2:* Commentaries presented as news; opinions that replace acts; use of nicknames (Today.md, Moldova24.info)

*Case study 3:* Election publicity unmarked as such (Komsomolskaia pravda v Moldove)

*Case study 4:* Opinions in lieu of facts (Moldova24.info)